

AIR TRANSPORTATION

Vol. 31, No. 4

THE AIR MAGAZINE FOR THE MODERN SHIPPER

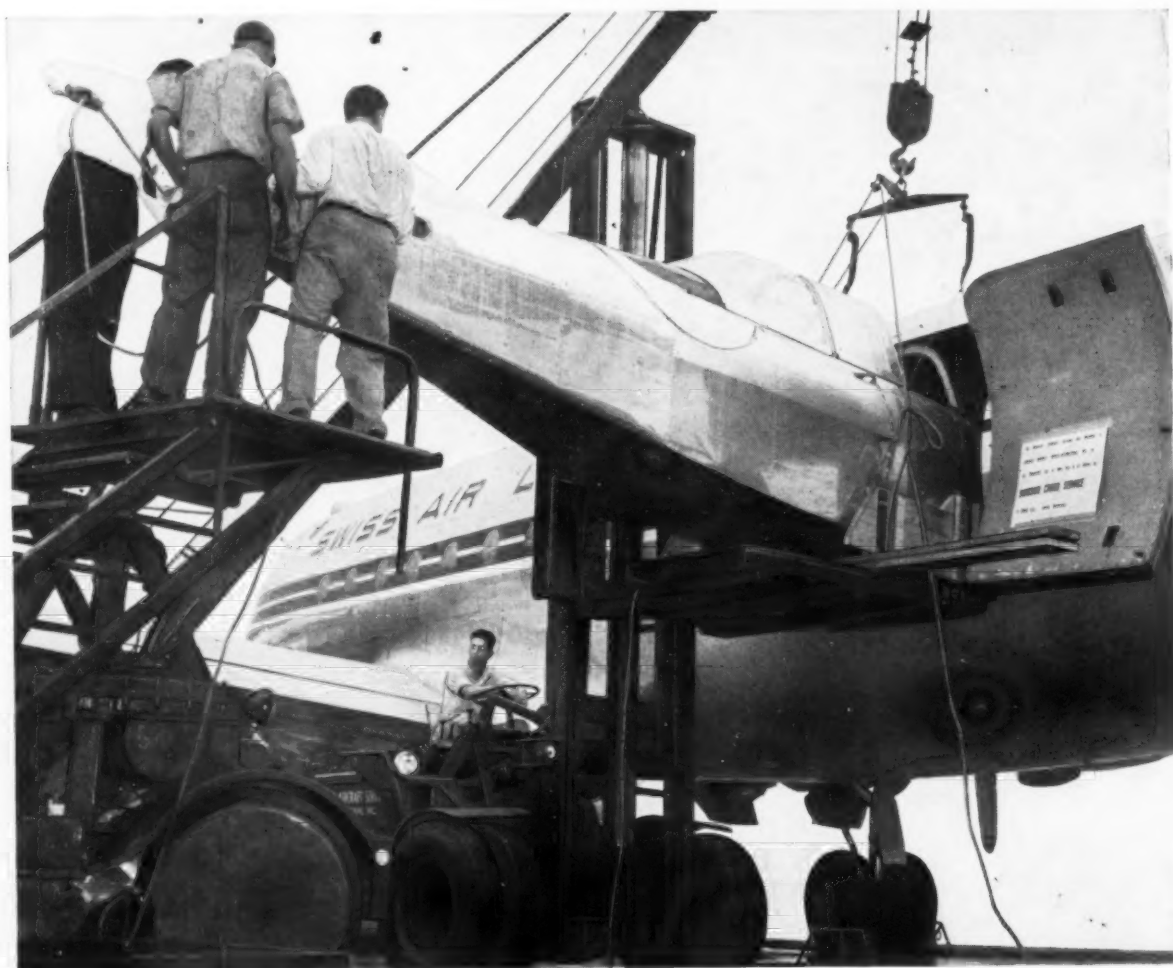
October, 1957

Annual
MATERIALS HANDLING

AND PACKAGING ISSUE

15th Anniversary
October 1942—October 1957

THE WORLD'S FIRST
AIR CARGO
MAGAZINE



REST ASSURED . . .

when you ship air freight . . SWISSAIR

Wherever cargo goes . . . whatever it is . . . freight forwarders the world over will tell you it gets preferential treatment when it goes Swissair. » » Seasoned veterans, Swissair's cargo men understand thoroughly the broad yet exacting problems and procedures of international air freight forwarding. » » In

addition to scheduled all-cargo flights and cargo space on European passenger flights, Swissair offers direct service to the Near, Middle and Far East . . . and to South America.

» » Remember . . . Air cargo rates are all the same . . . it's the service that's different . . .

CONSULT YOUR FREIGHT FORWARDER.

SPECIFY WITH CARE . . . INSIST ON



10 West 49th Street • New York 20, N. Y. • PLaza 7-4433



**No other commercial cargo transport
can perform all these 8 Feats of**

HERCULES

- 1. Load/unload** simultaneously through rear cargo door (9 feet x 10 feet) and forward cargo door (6 feet x 6½ feet) at truck and dock level height.
- 2. Provide efficient** straight-in loading, drastically cutting cargo-dock to cargo-dock time—also readily adaptable to mechanical loading systems.
- 3. Refuel at** 600 U.S. gallons per minute with single-point refueling system (while cargo is being loaded/unloaded).
- 4. Take off from** short (4700-foot) runways at maximum take off weight.
- 5. Climb 1760 feet** per minute, and attain service ceiling

of 26,400 feet, at normal power.

- 6. Lift more** than 44,000 pounds of cargo non-stop 1,750 miles with normal fuel reserve (or lift more than 32,000 pounds over 3,000 miles non-stop).
- 7. Cruise at** 350 miles per hour.

- 8. Land fully loaded** and stop within 3,050 feet.

Powered by four 4050 h.p. Allison (General Motors) 501-D22 engines, the mighty new 70-ton Hercules commercial cargo transport is America's first propjet aircraft designed to carry the goods of the world in the Jet Age—and generate extra profits for airline operators.

LOCKHEED *means leadership*

GEORGIA DIVISION, Lockheed Aircraft Corporation, Marietta, Georgia

EFFECTIVE
OCTOBER 6

NEW PAN AM ATLANTIC CARGO SCHEDULE

Direct service assures next-day delivery

From NEW YORK		AMSTERDAM		BERLIN		BRUSSELS		DUSSELDORF		FRANKFURT		HAMBURG	
MONDAY	LV AR					11:00 11:20	7:00 1:15	4:00 12:05	7:00 2:40	11:00 1:00	3:30 10:10	5:30 12:45	
TUESDAY	LV AR	9:00† 10:40†	7:00 1:20	9:00† 3:40		9:00† 10:35		9:00† 11:00	4:00 12:05	7:00 2:40	9:00† 12:50†	3:30 10:10	11:00 1:30
WEDNESDAY	LV AR	9:00† 10:40		9:00† 3:40		9:00† 10:35	11:00 1:15	7:00 11:00	4:00 12:05	7:00 2:40	9:00† 9:25†	3:30 10:10	11:00 1:00
THURSDAY	LV AR	9:00† 10:40	7:00 1:20	9:00† 3:40		9:00† 10:35		9:00† 11:00	4:00 12:05	7:00 2:40	9:00† 12:50†	3:30 10:10	
FRIDAY	LV AR	9:00† 10:40		9:00† 3:40		9:00† 10:35	7:00 1:15	9:00† 11:00	4:00 12:05	7:00 2:40	9:00† 12:50†	3:30 10:10	11:00 1:30
SATURDAY	LV AR	9:00† 10:40	7:00 1:20	9:00† 3:40		9:00† 10:35		9:00† 11:00	4:00 12:05	7:00 2:40	9:00† 9:25†	3:30 10:10	
SUNDAY	LV AR	9:00† 10:40	7:00 1:20	9:00† 3:40		9:00† 10:35	11:00 1:20	9:00† 11:00	4:00 12:05	7:00 2:40	9:00† 12:50†	3:30 10:10	11:00 1:00
From NEW YORK		LISBON		LONDON		MUNICH		PARIS		ROME		VIENNA	
MONDAY	LV AR	2:30 9:35		4:00* 8:00*	5:30 8:30	7:00 10:00	3:30 12:20	6:00* 11:50*	5:00 9:25		5:00 1:45	3:30 2:00	
TUESDAY	LV AR		2:30* 5:10	9:00† 6:35†	4:00* 8:00*	7:00 10:00	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25	7:30* 1:45*	5:00 1:45	3:30 2:00
WEDNESDAY	LV AR		2:30* 5:10	9:00† 3:35†	4:00* 8:00*	5:30 8:30	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25		5:00 1:45	3:30 2:00
THURSDAY	LV AR	2:30 9:35		9:00† 6:35†	4:00* 8:00*	7:00 10:00	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25		5:00 1:45	3:30 2:00
FRIDAY	LV AR		2:30* 5:10	9:00† 6:35†	4:00* 8:00*	7:00 10:00	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25	2:30 12:55	5:00 1:45	3:30 2:00
SATURDAY	LV AR	2:30 9:35		9:00† 3:35†	4:00* 8:00*	7:00 10:00	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25		5:00 1:45	3:30 2:00
SUNDAY	LV AR		2:30* 5:10	9:00† 6:35†	4:00* 8:00*	7:00 10:00	9:00† 3:00	3:30 12:20	6:00* 11:50*	5:00 9:25		2:30 12:55	5:00 1:45

*—NONSTOP SERVICE
†—ALL-CARGO FLIGHT

Light Face Indicates AM Hours
Bold Face Indicates PM Hours

In addition regular Clipper Cargo services to Barcelona, Copenhagen, Glasgow, Istanbul, Nice, Stockholm, Stuttgart and many other cities in Europe—and beyond to the Middle East.

As this new Atlantic schedule shows, Pan Am provides more flights to more cities at better departure times than ever before—including new nonstops to Paris, London, Rome, Lisbon and soon Frankfurt and Madrid. In short, Pan Am continues to offer more direct service to more points than any other carrier.

Why not get the whole story on Pan Am Clipper®

Cargo service? Learn how you can save dollars as well as days, by cutting costs on such items as insurance, packing, duty and warehousing. For information, phone Pan Am—in New York, STillwell 6-7341 — or write:

L. P. Cornwall, Clipper Cargo Sales Manager,
P.O. Box 1790, New York 17, N. Y.

PAN AM CLIPPER CARGO

®Trade Mark—Reg. U. S. Pat. Off.

FASTEST DELIVERY TO ALL THE WORLD



AIR TRANSPORTATION

The World's First and Only Air Cargo
Magazine . . . Established
October, 1942



Member of Business Publications Audit
of Circulation, Inc.

AIR TRANSPORTATION, published once each month, thoroughly covers the entire air cargo industry for the benefit of all those engaged in shipping and handling domestic and international air freight, air express, and air parcel post, as well as using the domestic and international air mail services. Included in **AIR TRANSPORTATION'S** wide coverage are: air shipping, cargo plane development, rates, packaging, materials handling, documentation, air cargo terminal development, insurance, routing, interline procedures, new equipment, commercial airlines, military air transport service, air freight forwarders, and business flights.

Subscription rate for United States and Territories, \$5.00 for one year, \$8.00 for two years, and \$11.00 for three years; foreign countries, \$6.00 for one year, \$10.00 for two years, and \$14.00 for three years. Individual copies (except November), 50 cents each; November issue, \$1.00 per copy.

John F. Budd
Editor and Publisher

Richard Malkin **William E. Budd**
Executive Editor Ass't to the Publisher

K. H. Lyons, Business Manager

Frank W. Budd, Circulation Manager

Viola Castang, Special Service Department

Keith H. Evans & Associates
West Coast Advertising Representative
3723 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUinkirk 8-2981

J. B. Tratsart, Ltd.
United Kingdom Sales Representative
799, Harrow Road
Sudbury, Wembley
Middlesex, England

AIR TRANSPORTATION is published by Import Publications, Inc., Ten Bridge Street, New York 4, N. Y.; also publishers of *Custom House Guide*, *American Import & Export Bulletin*, and *Air Shippers' Manual*. Reprinting of any article or portion of an article appearing in this magazine without written permission, is strictly forbidden. **AIR TRANSPORTATION** is available on microfilm. For information contact publications office.

10 BRIDGE ST., NEW YORK 4, N. Y.
Phone: WHitehall 4-2896

Copyright, 1957, Import Publications, Inc.

Acceptance under Section 34.64 P.L. and R. authorized.

Vol. 31, No. 4

October, 1957

CONTENTS

FEATURE ARTICLES

October, 1942 . . . October, 1957	12
Letters from the Industry	12
A Few Words About a Birthday By John F. Budd	13
The Sales Approach to Cargo Handling By Anker Palvig	14
Saved: \$750,000 By Dale Gregory	15
What Shippers Should Know About Packing for Air Movement	16
Tips on Proper Packing By Harry Weaver	16
Don't Put Trust in Luck By Herbert Wolfson	17
Air Parcel Post Must Move	18
Economy Via Tape Suspension	19
Clipper Cargo Diary (Part III) By Richard Malkin	20
What's New in Equipment for the Air Shipper and Air Cargo Handler?	22

DEPARTMENTS

Air Commerce	4	Facts & Figures	43
Airports	45	Forwarders	43
Club News	44	Handling & Packing	43
Come'n' Get It	46	Mailbag Memos	46
Commercial Aircraft	45	Services	45
Congratulations	44	15 Years Ago in Air Transportation	11

ADVERTISERS

Aaxico Airlines	37	Lockheed Aircraft Corp.	3, 24-25
Air Express International Corp.	31	Lufthansa German Airlines	37
Air France	29	V. T. Mancusi	39
Air-Sea Forwarders, Inc.	39	Marine Canvas Supply Corp.	22
Alitalia	28	Maritime Central Airway	28
American Shippers, Inc.	39	Northwest Orient Airlines	8-9
Avianca	26	H. G. Ollendorff, Inc.	39
Barnett International Forwarders, Inc.	39	Pan American Grace Airways	33
Peter A. Bernacki, Inc.	39	Pan-American World Airways	4
British Overseas Airways Corp.	26	Parker & Co.	41
Collins Engineering Corp.	41	Peerless Radio Distributors, Inc.	21
Delta Air Lines	7	QANTAS	29
Flying Cargo, Inc.	39	RANSA Airlines	31
General Logistics	11	Riddle Airlines	10
Hensel, Bruckmann & Lorbacher, Inc.	39	Scandinavian Airlines System	27
Hyster Co.	23	Seaboard & Western Airlines	4th Cover
Japan Air Lines	27	Slick Airways	35
KLM Royal Dutch Airlines	3rd Cover	J. D. Smith, Inter-Ocean, Inc.	39
Lanica Airlines	35	Swissair	2nd Cover

Net circulation of this issue (not including distribution to advertising agencies, advertising prospects, public relations firms, newspapers, and magazines; special distributions for promotional purposes; and cash sales) totals 9,804 copies. Gross circulation is more than 10,500 copies. This issue will be received by a minimum of

8,771 shipping and business executives concerned with the proper and economical transportation of commodities, including the following professional categories:
5,769 traffic managers
1,002 presidents; partners; proprietors
166 vice presidents
142 secretaries; treasurers, comptrollers
538 freight forwarders
316 export-import managers; export-import merchants
352 purchasing agents
247 aviation department heads of industrial firms

239 general and sales managers also
355 airline executives and other personnel
137 military establishments and personnel
71 trade organizations
161 Federal, state and city government departments
95 educational institutions and students
73 business and public libraries
45 foreign governments
51 aircraft and aircraft equipment manufacturers
45 miscellaneous

The most recent study of *Air Transportation's* circulation has shown a pass-along of each issue of 3.45 persons, or a total readership of 4.45 persons per copy. On this basis, this issue of *Air Transportation* will be read by a minimum of 43,629 persons. The latter figure does not include readers not classified under "net circulation."

DOMESTIC
AIR CARGO



(REG. U. S. PAT. OFF.)

INTERNATIONAL
AIR CARGO

VOL. 31

OCTOBER, 1957

No. 4

Jaeger Confers With Swiss Air Forwarders

In informal discussion with the board of the Swiss Freight Forwarders Association, Dr. Edwin P. Jaeger, Swissair's system cargo chief, indicated that his company favors placing the forwarders on the same footing with travel agents, insofar as the proposal of "reduced transportation for freight agents" is concerned.



Jaeger

It was learned by *Air Transportation* that Jaeger took the opportunity to discuss generally the carriers' point of view on numerous aspects of the current international air cargo situation. With respect to the Mixed-Consignment Rule for North Atlantic shipments, which went into discard at the beginning of the year, Jaeger informed the forwarder group that Swissair is "working very hard to find a solution which does justice not only to the freight forwarders but also to the carriers."

The meeting was regarded by both Swissair and the indirect air carriers as a successful one, having served toward clearing the air on several points. It is understood there will be similar sessions in the future "in order to obtain better mutual understanding."

Hildred on Cargo

In his 5,800-word report on the state of the international air transport system, delivered by Sir William P. Hildred, director general of the International Air Transport Association, at the 13th annual general meeting in Madrid, the IATA official had this to say about cargo:

"Cargo has passed the 1.5 billion tonne kilometre landmark, although its rate of expansion is still rather lower than we had hoped and lagging behind the passenger traffic . . . Cargo carried (over the North Atlantic) has nearly reached the 20,000 tonne level . . . Nothing more. Nothing less."

WAL Sets Up New Air Freight Service

Under a new plan introduced by Western Air Lines, passengers are permitted to make air freight shipments at ticket counters. According to John I. Good, Jr., cargo service director, such shipments are restricted to United States cities on the airline's system and are subject to space. Payment must be arranged by approved credit.

Purpose of the plan is to allow freight to travel on the same plane as the traveler and to be claimed at the regular baggage areas.

Slick, Tigers Will Retire Their C-46s

America's two transcontinental all-cargo airlines, Slick Airways and the Flying Tiger Line, are retiring their C-46 airfreighters to make room for bigger, faster equipment.

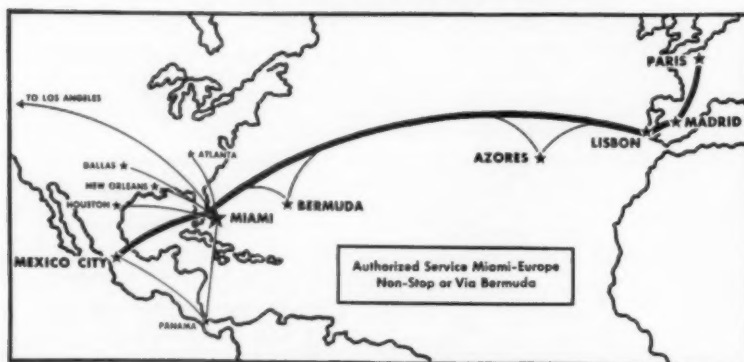
Slick, which was the first carrier to license the war-born transport for commercial operation, is selling its fleet of 13 C-46s to Aaxico Airlines, subject to CAB approval. It is, however, leasing back 10 of the planes for a year and six for a second year as "part of Slick's overall equipment replacement program."

Delos W. Rentzel, president and chairman of the board, said that the company is "phasing out the aircraft less adaptable to our operating route in order to make room for newer, faster, larger ships already on order." The sale of the C-46s, he said, will assure Slick "a smooth transition" to its new equipment next year. The carrier expects to receive five ordered DC-6As next year, with monthly deliveries beginning in April.

The Flying Tiger Line is discontinuing all feeder service currently operated with C-46s. The *Super H* will replace the smaller plane at all Tiger terminals. It hauls 15 tons more freight than the C-46—43,000 pounds as against 13,000 pounds—and flies better than 100 miles per hour faster.

Robert W. Prescott, Tiger president, said that studies have shown the airline that it can convert its "entire domestic freight operation into transcontinental schedules, which will give the shipper far better service, including the elimination of much transloading."

GUEST AIRWAYS' NEW ROUTE



Above is map of Guest Airways' new Mexico City-Miami-Europe route for which it has just been designated by the Government of Mexico. Scheduled to be inaugurated shortly after 1958 bows in, Guest will provide the sole nonstop air service between Southern United States and Europe. First European stop will be Lisbon. The Mexican carrier operated flights between Miami and Europe during the 1948-51 period, but gave up the service because it had been impossible to obtain conversion for its Spanish peseta revenues. Improved economic conditions in Spain and booming interest in Europe prompted the return of these runs. Guest formerly made stops at both Bermuda and the Azores, but the new service to Lisbon will be nonstop on a three-a-week basis.

Huge Jet Fleet Points To Swelling Cargo Space

The Civil Aeronautics Administration says that by the beginning of the second half of 1961, the airlines of the United States will be operating some 272 American-built jet transports. To this figure must be added whatever foreign jets the United States carriers elect to purchase.

Greater capacity, greater speed will boost available airlift for shippers to new heights. Airline cargo departments and air freight forwarders are girding themselves for that day.

KLM-Ghana Deal?

KLM Royal Dutch Airlines has proposed to the Ghana Communications Minister, Krobo Edusei, the organization of a jointly-owned Ghana airline. Preliminary information indicates that the proposed company would operate direct flights between Ghana and Europe and the United Kingdom. The Ghana Government is interested, but discussions come first.

A new Delta all-cargo fleet takes to the air

...with the most complete airFREIGHT service to and through the South

Delta expands all-cargo lift 6 times, as it adds a fleet of modern ALL-CARGO airfreighters. With this greatly increased capacity and faster, more frequent service, you can depend on Delta more than ever to help you meet and beat the competition to your markets!

More than 500 daily departures. In addition to

all-cargo service, every regular Delta flight carries airFREIGHT. Forget expensive crating; most things can be wrapped in little more than Delta's dependable care.

We'll pick up and deliver—door to door! Overnight delivery within 2,000 miles. Offices in most principal cities—see all-cargo terminals below.

Door-to-door delivery!

LEGEND

- Airfreight-Passenger Routes
- All-Cargo Routes
- Connecting Service




One of America's Pioneer Scheduled Airlines

Delta

AIR FREIGHT

DOOR-TO-DOOR

put more GO in carGO...call

Atlanta POplar 7-4321 • Birmingham LYric 2-9605 • Charlotte EXpress 9-0487 • Chicago Portmouth 7-1900 • Cincinnati Dixie 1-5884 • Dallas Fleetwood 2-2631 • Jackson 2-0866 • Jacksonville ELgin 6-0484 • Memphis Whitehall 8-2606 • Miami Newton 5-2661 • New Orleans KEnner 4-3658 • New York (N.Y.) Digby 9-3672 (N.J.) MArket 3-3543 • Philadelphia SARatoga 7-9912 • St. Louis PERshing 1-2194

NATURALLY YOU'D EXPECT BIRDS TO FLY



CHICKS ARE DELICATE PASSENGERS

Chicks demand careful handling and a warm, controlled climate. That's why the West-Line Breeders Association ships its breeding chicks to producers via Northwest Orient Airlines Sky Freight.

Northwest's giant double-deck Strato-cruisers are ideal for shipping chicks—or any other cargo. The Stratocruiser's walk-in cargo compartments make handling swift

and gentle. Controlled temperature and pressure keep chicks alive and happy.

And it costs no more than surface transportation because chicks reach their buyers within 36 hours of hatching . . . before they require feeding.

So the next time you ship . . . whatever you ship, rely on Northwest Orient Airlines Sky Freight.

ONE PHONE CALL • ONE AIRWAY BILL • ONE RESPONSIBILITY

NORTHWEST
Orient **AIRLINES**

31 years of superior Airmanship

Tiger, United Van Reach Agreement

The Flying Tiger Line and United Van Lines have signed a joint agreement whereby shippers of household goods are offered new combination air and over-the-road service. The service was said to cost "a little more than ordinary over-the-road haul, but rendering a service more complete than any previously offered."

Shipper's household goods are packed at point of origin in specially designed containers and trucked to the Tiger terminal, at which point the all-cargo airline takes over for the air haul to its terminal nearest the ultimate destination point. There United Vans make the pickup and transport the shipment to the consignee.

Hercules Offered To Commercial Airlines

The propjet Lockheed Hercules, capable of lifting more than 22 tons of freight nonstop for a distance of 1,750 miles with normal fuel reserve, has been released for sale to the airlines of the world. The 350-mile-per-hour airfreighter can haul over 16 tons more than 3,000 statute miles nonstop with normal fuel reserve.

Designated as Lockheed's production model 282A, it is in actuality a civil version of the recently announced C-130B. It is reported that the 282A will have "considerably greater range and heavier payload capabilities than currently operating C-130As."

The Hercules has a cargo floor only 41 inches off the ground. An integral tail-loading ramp, 9½' long by 10' wide, can be lowered to the ground for drive-on cargo or used in the level position. Aft opening in the aircraft is 10' wide by 9' high. Forward door measures 6'7" wide by 6' high.

Carl Kotchian, vice president and general manager of Lockheed Aircraft's Georgia Division, pointing to the commercial air cargo record of the world's airlines for the first half of 1957, said that "the break-through in the air freight business is here." The 282A will be the first commercial airplane ever produced at the Marietta, Georgia factory.

Alaska Eyes Bristol, Lockheed Turboprops

Alaska Airlines, fresh from having received permanent certification (see September issue), is negotiating for the purchase of turboprop equipment. According to Charles F. Willis, Jr., president, the airline is talking with both Bristol, British manufacturer of the *Britannia*, and Lockheed, maker of the *Electra*.

Willis also revealed that Alaska plans to have pressurized, four-engine *Starliners* operating on the Portland-Seattle-Fairbanks run this fall.



Willis

BOAC is U. S. Sales Agent for Hong Kong

Hong Kong Airways has named British Overseas Airways Corporation as its sales agent in the United States. BOAC also will represent HKA in various parts of the world. According to Harry Good, BOAC's United States sales manager, HKA's cargo services handled 221,737 kilos of freight last year.

Thomas Wolfe Urges MATS Modernization

Thomas Wolfe, well-known executive in the air transport field and author of *Air Transportation and Traffic Management*, told members of the Los Angeles Chamber of Commerce Aviation Committee that the military transport inventory of the United States "is largely of World War II vintage and hopelessly obsolete for modern defense needs." He stated that "our government should be encouraged to immediately program for a fleet of jet transports." Wolfe declared that "a modern fleet of jet planes can be purchased without added appropriations or taxes, by selling the commercially attractive, but militarily obsolete planes, and applying the funds to new orders."

"The lower direct operational ton-mile costs for equivalent air lift coupled with indirect savings made possible resulting from this move would permit the military to buy from 300 to 400 transports of the

(Concluded at bottom of Page 11)

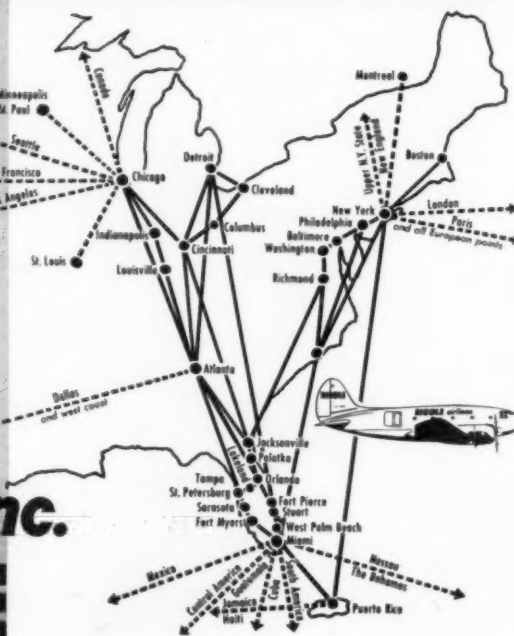
SHIP RIDDLE and Sell the WORLD Route Right ... Route RIDDLE!

RA
Nation's Largest North-South
All-Cargo Airline

RIDDLE airlines inc.

Executive Offices, International Airport, Miami, Florida, Phone TU 7-2651
NEW YORK, 235 W. 46th St., Phone PLaza 7-0168

U.S. Scheduled Air Cargo Route 109 and 120 WORLD-WIDE INTERLINE CONNECTIONS



15 Years Ago In **AIR** TRANSPORTATION

Volume 1, Number 1 of *Air Transportation*, the world's first and only air cargo magazine, bows in. Digest size, it aims to impress the shipper with the fact that a new transportation era will be introduced after the war.

Opening article describes the air express services of Railway Express Agency. Historical photograph shows the loading scene at the inauguration of coast-to-coast air express service on September 1, 1927.

John A. Zellers, vice president, Remington Rand, Inc., writes: "Even before the present war began, we were hearing prophecies of much greater extension of air cargo service, and of progressive lowering of cost. Now that transoceanic air cargo service is being so extensively employed by our military establishment, we can no longer doubt its ultimate efficacy in transporting increasingly heavy cargoes at progressively lowering costs."

"It took a great war to awaken the American aviation industry to the possibilities of shipping by air," Chester Mack Mayer, president, Air Express International, Inc., writes, pointing out at the same time that "as early as 1929, KLM in Holland, Deutsche Lufthansa in Germany, and TACA in Central America operated cargoplanes on a considerable scale." He foresees an "abundance of business available for all air cargo facilities and surface vessels after the war."

The new process of dehydrating foods makes their distribution by air a natural, an article states. Each pound of dehydrated food is the equivalent of 10 pounds of the original foodstuff. Nor does it require refrigeration. "According to experts in the dehydration field, truly large-scale air transportation of dehydrated foods

must certainly develop at the close of the war when exhausted people throughout the world will be looking to North and South America for food, clothing, and medicine."

"Until the time comes when the possibility of world war never exists, huge air fleets designed to carry a substantial share of the nation's and the world's cargoes over international trunk routes will constitute a national asset of enormous potential value." Thus predicts William A. M. Burden, special aviation assistant to the Secretary of Commerce.

How do they feel about the future of air cargo? W. H. Coverdale, president, American Export Airlines: "The limit of expansion depends upon the initiative and determination of individuals, groups of individuals, throughout the various nations of the world, and upon sound support granted to such individuals by governments of their respective nations." A. N. Kemp, president: "It is not visionary or impractical to foresee the day when ice-free harbors will no longer be the backbone of a nation's commerce." Jack Frye, president, TWA: "Air freight, both domestic and foreign, will play a very important role in our commerce after the war." . . .

More on the future of air cargo: W. A. Patterson, president, United Air Lines: "The stimulation of the war, plus the faster tempo of civilian business which is likewise reflected in growing commercial cargoes aboard the scheduled airlines, indicates the increasingly important role air cargo is destined to play in the postwar world." C. E. Woolman, vice president and general manager, Delta Air Lines: "This comparatively new transportation system is certain to result in a relocation of distribution points, and will have somewhat the same far-reaching effects that came about when the railroad development shifted trade activities in many cases away from seaports." G. T. Baker, president, National Airlines: "The crystal ball of the future reveals tremendous freight organizations in the air transport field utilizing huge cargo ships and busy airways for the promotion of international commerce as well as peace and goodwill."

mounting traffic now hauled by the Military Air Transport Service. He pointed out that the MATS fleet is about twice the size of the nation's airline fleet, but contracts only about 10 per cent of its load to private enterprise.

"I firmly believe that our nation and its defense will be strengthened if at least 50 per cent of the military commercial-type of air traffic is contracted to private enterprise. The results of such a policy would save tax dollars and create a dependable civil reserve fleet to absorb the air logistical impact in event of war."

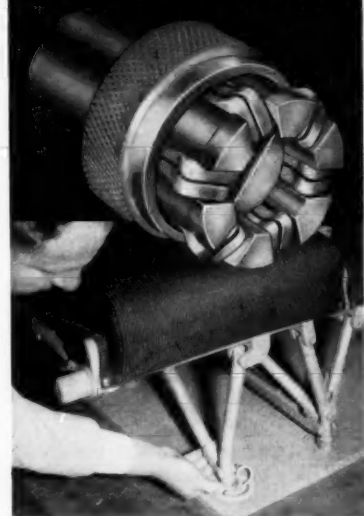
Until recently director for requirements, procurement and distribution of the Department of Defense, Wolfe has organized Thomas Wolfe & Associates, specialists in finance, management, marketing, and Government relations, geared towards the aviation industry. It is located at 530 West 6th Street, Los Angeles.

WOLFE (Continued from Page 10)

turbojet and turboprop types," he said. "This move would release enough planes and parts to fulfill the commercial equipment needs of some 70 nations for the next several years, and at the same time preserve America's industry position in the world market until such time as economy and airport capacity will permit these less advanced operational areas to acquire American jet equipment. These countries need these 'workhorses-of-the-air' just as this nation did during our pioneering."

Wolfe suggested that a portion of the new jet equipment could be leased to the airlines as a reserve fleet. The carriers, in turn, would contract with the military for the transportation of a portion of the

NEW AEROQUIP 12-JAW STUD ATTACHMENT FITTING



STRONGER, SAFER... GRIPS WITHOUT SPRINGS

New 12-jaw fitting decreases stress concentration, distributes load more evenly than former 2 and 4 jaw fittings. The sliding lock ring is held in closed position by a shouldered detent and is not materially affected by shock loads or G forces. Fitting attaches instantly to all available studs, similar to AN 7516 floor studs... Ideal for quick attachment or removal of aircraft seats, tables, galleys, cargo tie-downs, radio and electronic equipment, lavatory fixtures.

Another first in the field of cargo tie-down and load control equipment, developed by General Logistics, subsidiary of Aeroquip Corporation. For prompt reply concerning the new 12-jaw fitting... or rope and webbing cargo nets; aircraft track and track fittings; stud, stud attachment and pan fittings; and time saving Aeroquip WEBLOCK strap or ROPELOCK tie-down assemblies, please phone or use coupon below.

WEBLOCK & ROPELOCK are Aeroquip trademarks



GENERAL LOGISTICS, a subsidiary of Aeroquip Corp.
990 South Fair Oaks Avenue, Pasadena, California

Send complete information on 12-jaw fitting and/or
a copy of your new complete catalog #227-57T

Name _____ Title _____

Company _____

City _____ Zone _____ State _____

October 1942....

Letters from the Industry

James W. Austin
Vice President—Traffic and Sales
Capital Airlines
Washington, D. C.

There are many times when it seems almost impossible that commercial aviation could have progressed to the high degree of technical and economical efficiency which we enjoy today. And yet, as far back as 30 years ago, the pioneers of our industry foresaw the tremendous potentialities of aircraft as a major implement in the growth of our country.

Hand in hand with engineering advancements has gone a constant educational program for the public. Until the early 1940s the public had customarily regarded the airplane as a strictly military asset capable of doubling in brass as a carrier for the U. S. Mail. The technical strides made during World War II proved conclusively what our founding fathers of aviation had predicted—that the airplane was not just an instrument of destruction, but a powerful tool of construction to whisk countless thousands of people and tons of materials to their destinations. Where our commercial fleet numbered only a few hundred planes prior to the war, it now is in excess of 1,500 modern aircraft.

In a large measure much of the success of this progress can be attributed to such journals as *Air Transportation* which began publication in 1942. The world's first magazine dedicated solely to the subject of shipping by air, it focused the spotlight of attention on the peacetime contributions of aviation, to place commercial flight in its rightful position as one of our greatest business assets.

Elden D. Brown
Cargo Sales Manager
Continental Air Lines
Denver, Colorado

All of us in Continental Air Lines extend to you and all the staff of *Air Transportation* a Happy 15th Anniversary and wish you even more success in the years to come. We feel that *Air Transportation's* editorials and feature articles over the past 15 years have contributed greatly to the tremendous growth of air freight. Keep up the good work and again, Happy Birthday.

V. V. Carmichael, Jr.
President
ASA International Airlines
St. Petersburg, Florida

CONGRATULATIONS AND BEST WISHES ON YOUR FIFTEENTH ANNIVERSARY. MORE THAN A SOURCE OF INFORMATION *AIR TRANSPORTATION* HAS ENABLED THOSE OF US IN THE AIR COMMERCE INDUSTRY TO KEEP ABREAST AND IN TOUCH WITH OTHERS IN THE SAME AND ALLIED INDUSTRIES. WISHING YOU MANY MORE SUCCESSFUL YEARS.

* * *

George T. Cussen
Vice President—Sales
Flying Tiger Line
Burbank, California

Air Transportation has rendered a signal service to the air freight industry over the years as the first publication exclusively devoted to this new transportation field, and it has served in many ways to advance a better understanding among shippers of the many inherent values to be found in a wise use of air freight.

* * *

Samuel C. Dunlap
Vice President—Air Freight
American Airlines
New York, New York

I am pleased to congratulate *Air Transportation* on its 15th anniversary. I've enjoyed reading it for a good many years, as it is a great force in the cargo business in this challenging Jet Age. Many happy returns.

* * *

John C. Emery
President
Emery Air Freight Corporation
New York, New York

We offer our congratulations and best wishes to *Air Transportation* on the occasion of its 15th anniversary. The combined efforts of many people have brought air freight to its present stage of development. Your own contribution in this regard has been significant, and we hope it will continue, most successfully, in the future.

(Continued on Page 36)

... October 1957

A Few Words about a Birthday

IT was barely 10 months since Pearl Harbor. It was the month the aircraft carrier *Hornet* was in battle and later sank, and the *President Coolidge* went down in the South Pacific, and the *Duchess of Athol* and the *Viceroy of India* were sent to the bottom of the Atlantic. It was the month 11,000 persons were killed in a cyclone in the Midnapore district of Bengal. It was the month the St. Louis Cardinals trounced the New York Yankees to take the World Series.

This was October, 1942. And it was in that month when *Air Transportation* bowed in as "the world's first and only air cargo magazine."

In an introductory editorial we wrote: "*Air Transportation* begins its career at a time when the eyes of the world are on cargo-by-air—a time when no man knows all the answers to this, the most challenging problem of the war. Airmen are stacking up evidence (in an attempt) to prove that . . . planes will one day carry virtually all foreign freight and most domestic freight. Shipping men, on their side, are branding these forecasts as wild dreams. The shipper . . . stands confused, not knowing exactly what to think. Hence, *Air Transportation*, a publication exclusively about shipping-by-air, edited for shippers. Until now, although there are scores of aviation publications, there has been none to fill this need. . . . *Air Transportation* is not anti-ship, anti-rail, or anti-truck. It is pro-air, because it believes that sooner or later cargo-by-air will be a mighty force in both domestic and international trade—a force no shipper can ignore—a force with which every shipper should, in his own interest, be familiar. But it believes that there will continue to be a place for all recognized means of transportation—though many things are being drastically changed during the war, and may be even more drastically changed when the war is won. . . . *Air Transportation* will

explore the whole field of cargo-by-air from the shipper's, manufacturer's, forwarder's, importer's, and exporter's standpoints now while the mighty trend is forming."

Well, that was exactly 15 years ago. These have been 15 eventful years—sometimes disheartening, sometimes frustrating, sometimes pleasing, but always exciting. If there is one thing we on *Air Transportation* have learned, it is that pioneering an uncharted field is not the easiest occupation in the world.

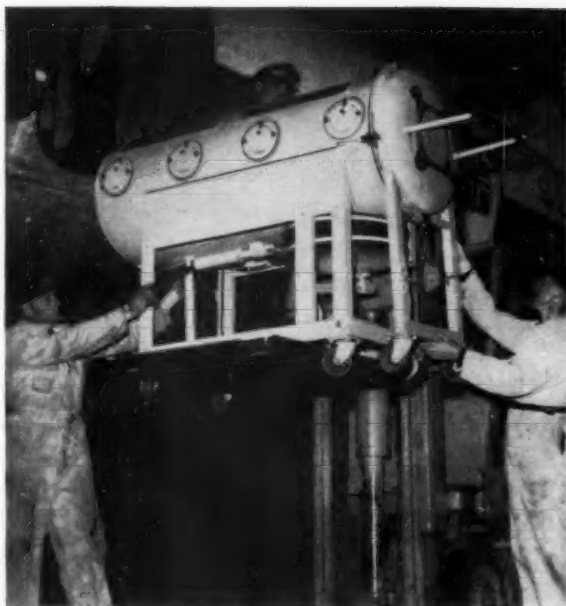
What have we seen during these 15 years?

First of all, our faith in commercial air cargo has been vindicated. The 1,030,000,000 cargo ton-miles flown last year by the scheduled domestic and international airlines of the world (Soviet Russia and China excepted) are a deeply satisfying commentary on that. And yet we know, as we knew 15 years ago, that this represents merely a microscopic beginning.

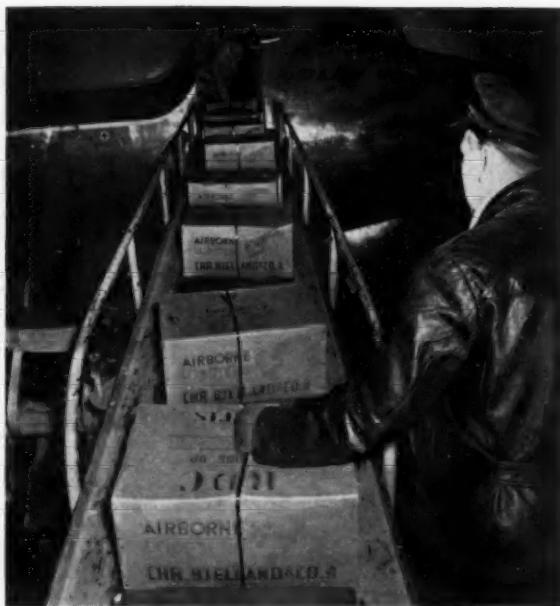
We have witnessed the gradual acceptance of air cargo by the cost-conscious domestic and international shipper. We have seen him become increasingly aware of the fact that it is not speed alone the airline sells, but also invisible economies which become visible when the total costs for surface and air transport are compared.

We have seen many of the air carriers cock a more appreciative eye on the cargo department; and if in some cases their recognition of cargo has been slower and more grudging than certain of the enthusiasts had hoped it would be, there is no doubt that esteem of cargo as a revenue-producer has risen. There is an increasing measure of agreement by executives that eventually the air carriers will be taking most of their profits out of the carriage of cargo. Which, though astonishing

(Concluded on Page 38)



FORK LIFT TRUCKS hoists iron lung.



AIRBORNE LOBSTERS via conveyor belt.

THE SALES APPROACH TO CARGO HANDLING

THERE are many factors involved in the selling of air freight separate and apart from the direct contact and advertising approach. The one aspect which we consider to be of prime importance is our cargo handling operation both here and abroad. Although this phase of our business is viewed by many as only a physical or operational division, we firmly believe that it has a very definite place in the cargo sales framework. In substantiation of this, SAS Inc. has incorporated the airport cargo handling of Los Angeles and New York in the cargo sales organizational plans under the direct



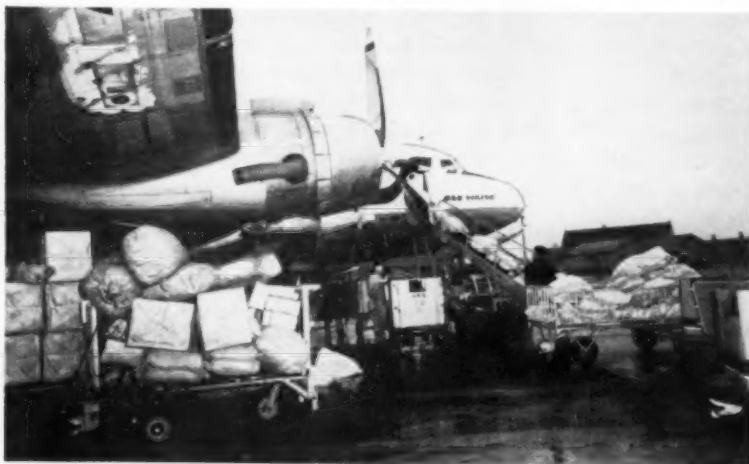
By
ANKER PALVIG
*U. S. Cargo
Sales Manager,
Scandinavian
Airlines System*

supervision of the cargo sales manager. Under the direction of the cargo sales department, a program has been initiated to acquaint the airport handling personnel with all phases of the

SAS cargo operation. This program includes a visit by all airport cargo personnel to our United States and overseas offices in order to gain first-hand knowledge of the facilities available at these stations. Also included in the program are trips in the field accompanied by the cargo salesman, thus giving the airport personnel the opportunity of personally meeting the shipping public. Great emphasis is being placed on telephone courses, in order further to improve the technique of the cargo-handling staff in dealing with the public over the telephone. This novel approach to the cargo-handling operation has resulted in increased coordination of airport activities to support fully the salesmen in the field and in complete satisfaction of the demands of the shipping public.

In addition to implementing the sales aspect in our airport cargo-handling operation, we are, of course, continuously striving further to improve, modernize, and streamline our handling operation. For instance, SAS is very proud of its cargo booking system which we believe to be one of the best in the industry. All requests for confirmed onward space are teletyped to our booking center located in Copenhagen, Denmark. This booking center, which is under the supervision of Bendt Marup, is capable of handling booking requests from all parts of the world on a 24-hour-a-day, seven-days-a-week

(Continued on Page 29)



GRAPHIC STUDY in packing and materials handling.

When an aircraft manufacturer reduces tare weight through the elimination of unnecessary packing, what happens?

SAVED: \$750,000

By DALE GREGORY

THREE-QUARTERS of a million dollars may be saved in freight and packing charges as the result of a newly designed lightweight shipping buck for the transportation of jet engines.

Pratt & Whitney, East Hartford, Connecticut, manufacturers of the J-57 jet engine which will power the Boeing 707, has begun the airshipment of these engines to the Boeing Aircraft factory in Seattle. The Flying Tiger Line, scheduled all-cargo air carrier, has flown more than a dozen J-57s thus far, each shipment representing substantial cash savings for Boeing.

How was this accomplished? Merely by eliminating superfluous protective packing and reducing tare weight. But there's more to it than that.

The idea began with Leo Meyers, Boeing's traffic supervisor. It was Myers who constructed a shipping buck for the jet engine to replace the container-type cans formerly used. The

(Continued on Page 27)



NYLON SLEEVE-ENCASED JET ENGINE on new lightweight shipping buck. Weight of the shipping fixture is 723 pounds and of the engine 3,997 pounds. Gross weight is 4,720 pounds.



This will make it . . .



But this one won't.



STANDARD SURFACE-TYPE CONTAINER carries the 3,997-pound engine inside. Weight of the shipping fixture when empty is 3,780 pounds. Gross weight is 7,777 pounds.

WHAT SHIPPERS SHOULD KNOW

Tips on Proper Packing



By HARRY T. WEAVER

Regional Vice President, Riddle Airlines

OVERSELLING a service or product can place a transportation company's or manufacturer's business in jeopardy. Air freight salesmen, as an example, have been guilty of putting too much emphasis on light and flimsy packaging versus the heavy crating in their modes of transportation, in selling their services to a prospective user.

Of all the mechanics of air freight shipping, one of the most important is proper packing and packaging of goods for transport. The carrier may analyze his shippers carefully and establish a well-knit sales organization. He may develop an effective advertising and selling program and help this along with a sound and liberal credit policy. But all of these are just a preliminary to actually placing the goods in the hands of his customers and their consignees in a saleable condition.

Packaging for domestic or foreign markets must meet two conflicting demands. First, there is the prime necessity of safe delivery of the goods and, second, there is the desire to meet these requirements at the least expense to the shipper and/or consignee, whichever the case may be. Additional freight rates and Customs duties, because of additional weight due to heavy packing, are largely curtailed by air freight users. However, overselling, as mentioned before, may be the direct cause for shippers to have gone too far in this regard.

When the foreign buyer gives instructions regarding the size of packages, the kind of cartons, and other requirements, his instructions should be followed precisely. He knows the handling methods and climate to which the goods will be exposed when reaching its destination and knows the demands of his local customers with respect to the packaging of goods for retail distribution. He may require a packing case of a different size from the standard container because the latter is too large to be handled easily by the equipment or men at his port of call. If he orders the merchandise to be sent "knocked down," he probably knows the freight, if large in size, is based upon cubic measurements and that the saving, in freight, will outweigh labor cost in setting up the article. Then too, in certain countries, "knocked down" articles may be imported as parts at a lower rate of duty.

De-emphasis

Although overselling has been evidenced, many air freight companies have stressed the importance of adequate and satisfactory packing of merchandise for either domestic or export shipping. It has been emphasized again and again, the economic waste of spending time and money in the design and manufacture of products if, through lack of attention to proper packing, the articles are later damaged

or rendered completely useless or unsaleable during transportation. In meeting with this problem, a de-emphasis of future overselling is being conducted, whereby air shippers can, intelligently, save money through realistic packaging.

Protection Against Strain: The type of packing which will deliver the commodity in good condition to the customer will vary with the product concerned, the place of destination and the climate at the place of delivery. The packing in any case must be sufficiently strong to withstand normal loading and unloading, and the pressure of other cargo of similar nature.

Protection Against Pilferage: Flimsy cases which arrive in damaged condition, or which show contents through the cracks, are easily opened and lend assistance to the pilferer in plying his trade.

Gross-Weight Duty: In addition to saving air freight costs, the shipper also saves when duties are calculated on the gross weight, which includes the weight of the goods and all packing. The packing is dutiable at the same rate as the contents and should be as light as is consistent with safe delivery to the consignee.

Marking: In many countries, there are special requirements as to marking, both outside packing cases and the goods themselves. These requirements vary from country to country, some

(Continued on Page 28)

ABOUT PACKING for AIR MOVEMENT

Don't Put Trust in Luck



By HERBERT WOLFSON

Vice President, Pan Maritime Cargo Service, Inc.

BECAUSE the indirect air carrier is expected by his cost- and time-conscious clients to avail himself of many combinations of all-air routings, as well as truck-air and steamer-air routings, he is confronted by an extremely serious problem caused by a misconception on the part of the small local supplier who is a sometime exporter working directly or through an export commission house. This misconception is founded on the apparently well-promulgated theory that air freight requires only domestic packing.

The error lies in the fact that *domestic* packing means many things to many people.

The traffic manager of a Chicago factory producing nationally marketed goods knows full well the difficulties and handling requirements for getting his products to Fayetteville, North Carolina. His factory domestic-packs accordingly.

The small New York manufacturer whose biggest traffic problem is getting his truck the short distance to Brooklyn has an entirely different approach to the problem of packing. More often than not the small supplier not only disdains the use of a specially designed carton for his product, but pays very little attention to the weight specifications printed on the standard cartons.

It is here where trouble begins for the indirect air carrier (air freight forwarder), who, following the instructions of the customer, must provide

economic routings requiring multiple handlings. However, some types of packing we have seen can barely stand a single handling. While an airline may refuse an improperly packed consignment, the indirect carrier (who because of the specialized service it offers is on a more intimate basis with its customers) must spend the time and effort to rectify the factory's error.

Providing proper packing at the factory is a relatively insignificant expense item. But an improperly packed shipment, once outside the factory, has a snowball effect costwise.

Case History

I have in mind a recent experience. Our Caracas office was requested to handle the shipment of several truckloads of office equipment for an American advertising agency which had recently opened an office in that city. Our Caracas office prepared a comparison cost analysis which definitely proved the economic advantage in shipping by air from Miami. Shortly thereafter the purchase order was sent from Caracas to the United States supplier, specifying the use of "domestic packing."

In specifying such packing the advertising agency relying on its own interpretation of the phrase, had assumed that the supplier would use light but strong corrugated cartons, as is customary for domestic intercity shipments of this type of commodity.

However, the supplier, whose experience was limited to making local deliveries of its goods *within* the city in specially constructed trucks, deemed it sufficient merely to cover the equipment with a thin sheeting of Kraft paper.

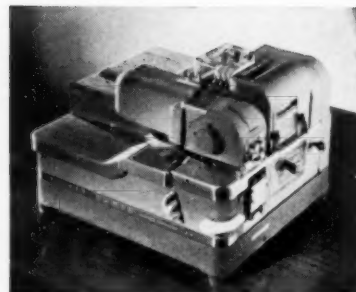
It was hardly surprising to us when the over-the-road trucking company assigned to move the goods to Miami International Airport refused to accept this consignment.

Because of the urgency of the order, the supply firm was forced to put special men to work on an overtime basis to rectify the matter. The delay caused an unnecessary additional expense which, of course, would not have occurred had the packing been done properly in the normal course of preparing the goods for shipment. Further, that delay caused a burden on our own Miami office which had been alerted to process this shipment for air carriage to Caracas. For us it meant holding a staff after hours waiting for the arrival of the repacked shipment (not to mention overtime pay which unanticipated cost could not be passed along).

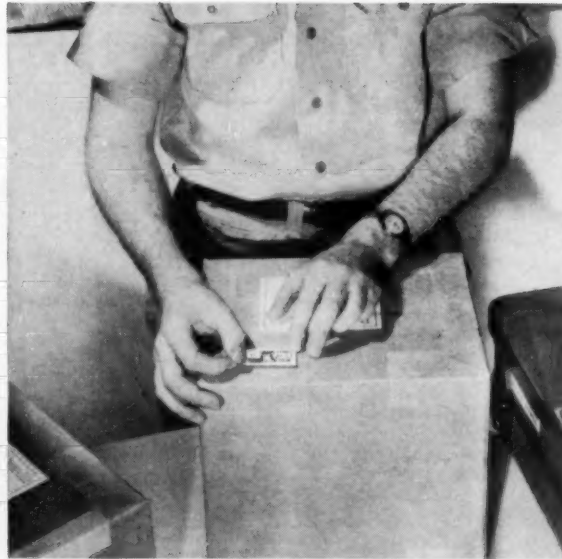
The peculiar relationship the indirect carrier has with the shipping public—it has common carrier obligations as well as personal forwarder responsibilities to its accounts—makes proper packaging one of its No. 1 problems. Since the forwarder is required to accept responsibility for the safe arrival of merchandise, he must likewise ac-

(Concluded on Page 26)

AIR PARCEL POST MUST MOVE



AN OPERATION of seconds.



PRECIOUS TIME is wasted.



PARCEL POST with ordinary stamps must wait to be cancelled.



METERED PARCEL POST dated postmark skips cancelling.

AIR parcel post users are paying a premium price for speedy door delivery. There is no question about the speed of actual air carriage, but what occurs on the ground *before* the parcel leaves the post office for the airport?

Take the mailing room, for example. We watched an employee affix postage stamps to—we counted them—51 par-

cels. All but seven were going via air parcel post. They were of different sizes and weights. Consequently, after the weighing of each package, the employee followed this procedure:

1. He counted out the correct amount of stamps, carefully tearing some of them off perforated sheets. (His hands were a little damp and sometimes the stamps stuck to his fingers.)

2. He moistened each stamp and pasted them onto the address side of the parcel.

3. After affixing the stamps, he checked his own work by recounting the denominations.

We timed the stamping operation. It was uneven, for no successive parcels required the same amount of post-

(Continued on Page 26)

Economy



VIA TAPE SUSPENSION

THE Packaging Research Group of North American Aviation, Inc., has come up with a new method of packaging parts for shipment, called "tape suspension," which is expected to cut packaging costs on many F-100 Super Sabre spares by approximately half.

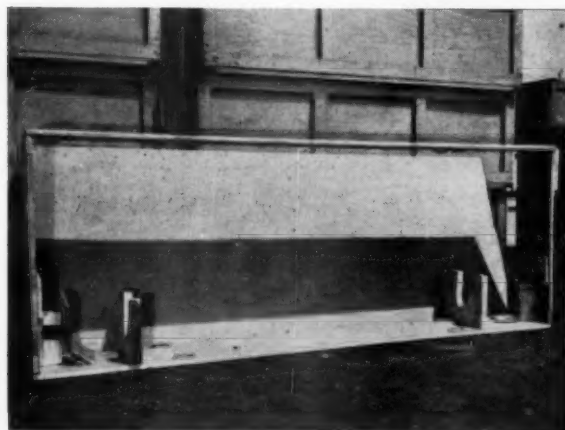
Tape suspension packaging was devised "to ship multiple contoured airplane parts, which are very strong in

some directions, light and structurally weak in others."

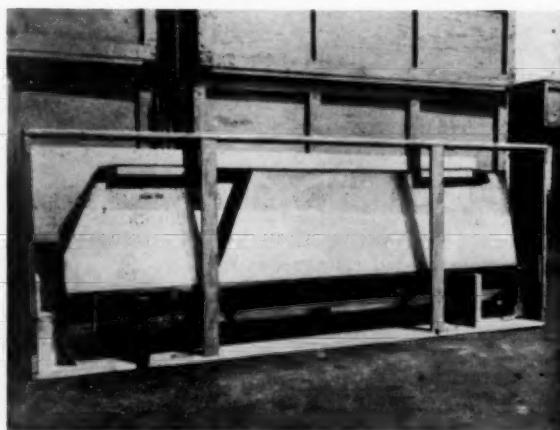
Take the packing of ailerons, for example. Lightweight and unable to withstand crushing force, they must be adequately protected against the rigors of any journey. Under the new method, ailerons are suspended in their containers by reinforced, pressure sensitive tape. The tape acts as a transmittal agent for bumps and other stresses,

directing the shocks to that part which can withstand them.

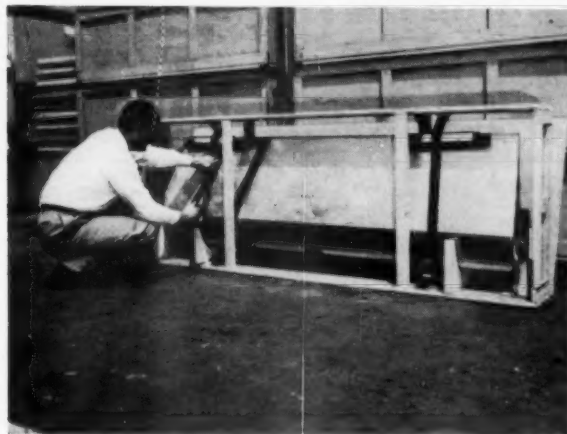
What are the advantages of this new method? North American claims that now (1) packaging engineers can calculate effective packages, (2) research time spent on the packaging of new types of parts is reduced; (3) minimum packaging materials are used; (4) container weight and cube are reduced; (5) cost is cut by about 50%.



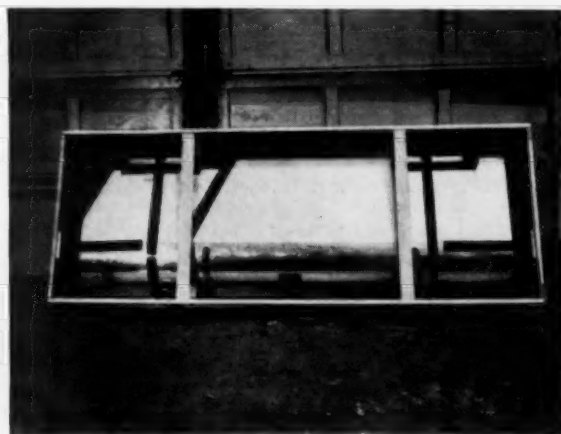
1. CONTAINER SHELL with locating blocks.



2. PART LOCATED with spreader bars in place.



3. PRESSURE SENSITIVE TAPE is applied.



4. READY for airshipment.

CLIPPER CARGO

PART III (CONCLUSION)

TOCUMEN

THE large cargo facility at Tocumen National Airport reflects the measure of activity here. At the crossroads of the Americas, it serves as a nerve center, not for Pan American World Airways alone, but for its affiliated air carriers: Panagra, Avianca, Lacs, and Umca. Fifty to 60 tracers are processed through here daily. It is tied by phone and teletype to the sales office at Panama City, 18 miles away, and to Colon, 50 miles distant in the opposite direction.

"Two 2½-ton van-type trucks work out of here," A. D. Sumner, station cargo manager, says. "One of them makes three round trips a day to Panama City; the other a single round trip to Colon. But that's not the full extent of it. Very often we have to rent additional trucks from the Free Zone. Sometimes we have as many as five extra vehicles working."

It is Saturday and hot and a quietness has settled over the airport. A single fork-lift operator is astride a Clark machine, silently moving palletized freight from one part of the han-

gar to another. There are other evidences of materials-handling equipment: a larger Ross fork lift, aluminum conveyors, a couple of 20-foot motorized conveyor belts, and a wire-strapping machine. Outside the hangar 30 European cars—Hillmans, Volkswagens, and Borgwards—are baking in the sun, waiting for airlift to South American destinations.

"The Opels and the Renaults went the other day," Sumner remarks.

Sumner, a pleasant, soft-spoken young man with 15 years of Clipper Cargo under his belt, nearly missed his vocation. A native Floridian and son of a man with a professional background in rail freight, it was the latter fact which induced Pan Am to turn down Sumner's request for a job in passenger service and assigned him instead to cargo at Brownsville. Followed a stint at Panama, then, after service in the Army, assignments at San Juan and Miami before returning to Panama.

"I'm happy it turned out this way," he says.

Panama takes a little getting used to. It's somewhat confusing to one who has been taught that one of the rigid geographical truths is that the sun rises over the Atlantic and sets in the Pacific. In that part of Panama

it's quite the reverse. The land mass hooks upward, bringing the Pacific to the rising sun and the Atlantic to its setting.

Dealing with Customs in this country becomes a multiple affair. Pan Am, for example, deals with four different Customs: at each Atlantic and Pacific terminal of the Republic of Panama and of the Canal Zone. Customs clearance is available around the clock daily. The Government permits prompt clearance and delivery of all perishables, including newspapers and film.

The leading commodities, listed in the order of volume handled here, are: *pharmaceuticals, tanned leather, automotive and machinery repair parts, European automobiles, wearing apparel and textiles, household and personal effects, toilet articles including Gillette blades, liquors and coke concentrates, appliances, and newspapers and magazines.* The italicized portions of the preceding sentence represent commodities originating in Panama or the Free Zone of Colon. There also is important tonnage handled in motion picture film, phonograph records, cut flowers, and fresh tomatoes.

In contrast to last year's 16% increase over the previous year in inbound cargo (3,393,120 pounds) out-

COMPOSITE TARIFF COVERING RENTAL OF PRIVATE SPACE IN COLON FREE ZONE OWNED WAREHOUSES

RATES SHOWN: Per Sq. Meter per Mo. or fraction
Spaces under 200 Sq. Met.: B/0.75 per Sq. M. per month or fraction
regardless of length of contract

AREA	YEARS														
	1	2	3	4	5	6	7	8	9	10	11	12	15	18	20
200 M ²	.65	.645	.64	.635	.63	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58
400 M ²	.645	.64	.635	.63	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575
600 M ²	.64	.635	.63	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575	.57
800 M ²	.635	.63	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575	.57	.565
1000 M ²	.63	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575	.57	.565	.56
1250 M ²	.625	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575	.57	.565	.56	.555
1500 M ²	.62	.615	.61	.605	.60	.595	.59	.585	.58	.575	.57	.565	.56	.555	.55

Note: Panama's Balboa equivalent to U. S. Dollar.

DIARY

by RICHARD MALKIN

bound volume dropped 30% to a total of 3,753,179 pounds. The volume of cargo unloaded from inbound flights to be reloaded aboard outbound flights rose 19% to 4,737,219 pounds.

Panama is working hard to develop an export industry.

"This country is exporting Miami windows—aluminum louvers—to all of Central America and the Northern part of South America," Sumner says. "We're getting that commodity in good quantities. Then there's firebrick, manufactured locally. Recently we moved 25,000 pounds into Guatemala. Furthermore, this industry is continuing to use air. We have a regular export movement of plywood samples to several continents. The orders are shipped by sea. Now take Costa Rica. Pan American carries regular shipments of high-grade plywood there, but the quantities are small.

"You know about Panamanian monkeys, of course. They're a pretty good cash export. And shrimp—we hope to do some important things with that. The shrimp season here lasts several months a year. At this moment a local deal is being made, involving plane-loads of fresh shrimp to the Florida market."

Light Packing Sought

The airfreighting of household goods—a lucrative business for the air carrier—is causing some eyebrow lifting here. A local packing and crating firm is reported intensely interested in adapting a part of his operation to packing household goods in specially designed containers. This has prompted a Panamanian manufacturer of plywood to concentrate on developing a lighter plywood with which to compete against the packing material used in the building of the currently used containers.

Airline public relations men shy away from talking about the traffic in human remains, even though (this is the profit motive speaking) it is welcome cargo. Because of the heavy concentration of United States citizens here, virtually all human remains are flown home. Transportation charges by air are actually cheaper than by sea and rail.

Imports of Costa Rica-grown flowers

are fairly heavy. Inbound volume of Mexican fighting bulls and Argentine horses continues to be good.

Even after years of experience, Sumner seeks to develop or adapt ideas to the expeditious handling and movement of air cargo. He instituted the handling of freight on skids and introduced an improved method of processing airwaybills which reduces the margin of human error and saves time.

Sometimes a bit of adversity will teach one the hard way how to avoid the same mistake in the future—as when an airborne goat ate the airwaybill in the envelope attached to its crate.



Sumner



Chichester

COLON

A TRAIN ride along the Panama Canal brings me to Colon.

Colon had been the only Pan American station in its whole global network where cargo revenue was consistently greater than passenger revenue. The fact no longer holds true. Cargo revenue has slipped slightly below the 50% mark. Why? Sydney R. Chichester, district traffic-sales manager, puts it this way:

"First, a large pharmaceutical house has established overseas distribution points. This has cut into our long-haul business. Second, the monetary situation in Colombia. And third, increased competition.

Chichester, whose 15 years with the airline has been spent almost exclusively in cargo, is built like an amiable football guard. I am nearly six feet tall, but he towers over me by almost a head. His career started at Miami, moving up gradually until he was named superintendent of cargo sales. Chichester transferred to Colon to fill his present post last November.

"My current job straddles both pas-

sengers and cargo," he says. "But cargo is my first love and principal interest. It has been a very enjoyable and fascinating 15 years."

There is no question in his mind that Pan Am as well as most of the other air carriers will gather most of its earnings from the cargo end of the business.

When will that happen? Well, that's another story. Chichester has been around long enough not to venture an estimate, at least not for public quotation.

"But it will be," he says earnestly. "It can't miss."

Chichester has one passenger-cargo and three all-cargo representatives working under him. Right now they are engaged in an intensive promotional campaign for combination sea-air service.

The Free Zone

The Industrial Development Center of the Institute for Economic Development, a Government institution, recently reported:

"Most cargo reexported from the Colon Free Zone by air . . . was originally imported from the United States or Europe by steamer. Cheap incoming steamer freight is thus combined with rapid delivery via air . . . from Panama. This combination of carriers has proven to be peculiarly suited to the trade which passes through the Colon Free Zone. On the short distances to nearby countries, many products travel economically by air . . . because there are no railroads or trucking services and the steamers serve only the coastal ports. Importers in Central and South American markets who want to tie up as little capital as possible in inventories, or who must put up the entire value of imports before they can conclude an order, will buy from the firm that can deliver the goods fastest. Clothing, drugs, perfumes, liquors, toilet articles, textiles, and even codfish are marketed economically via the sea-air combination. Japanese merchants even reexport by air the type of inexpensive merchandise usually found in dime stores."

Two IATA cargo agents are located at this port: J. Cain & Company and Colon Import & Export.

(Continued on Page 30)

WHAT'S NEW in Equipment for The Air Shipper and Air Cargo Handler?

MATERIALS HANDLING

Automatic Transportation Company's new Hi-Skid Transporter Models WWHY-4 and 6 and WWLY-4 and 6 platform walkie-type industrial lift trucks now ready for the materials handling market are designed to transport loads 4,000 and 6,000 pounds carried on skids of varied heights. In the WWLY and WWHY-4 the capacity range is 4,000 pounds up to 54 inches of platform length while in the WWLY and WWHY-6 is 6,000 pounds up to 48 inches of platform length. The platform is 6½ inches in the lowered position in the new WWLY models of both capacities and gives a lift of 20 inches and the WWHY model's platform is 11 inches in the lowered position and raises loads up to 24½ inches. The WWHY-4 and WWLY-4 are both equipped with single steel or rubber wheels while the WWLY-6 has only the single steel type. The WWHY-6 is manufactured with single steel or dual rubber tires.

This new Transporter is reported to have been completely redesigned at every

point to calculate precisely distribution of weight to assure overall stability. A butterfly type switch plate is mounted on the steering handle providing three speeds forward and three reverse. An electric horn push button is easily accessible in a protected area at the top of the steering handle with the controls.

Power-wise the two models are identically equipped with the exception that the WWHY-6 has a Class H silicone insulated drive motor. The drive brake is spring applied, cam released, and has external contracting type shoes. The brake is automatically applied and current cut off when the steering handle is in either Full Up or Full Down position. Steering effort is minimized by the use of a large diameter ball race which supports the drive units. Automatic Transportation Co., 149 W. 87th St., Chicago 20, Illinois.

The completely new Freighter platform truck recently announced by Hyster Company is designed to transport loads of up to 4,000 pounds safely and rapidly through confined aisles and crowded areas of ter-

minals and warehouses. It is powered by Wisconsin's industrial Model AEN engine and has fully automatic drive, which results in smooth power flow and excellent



NOW! EXTRA LIGHT

JATON® RAYON

TRY IT!

GET

ALL

THE

FACTS! ➡

This latest addition to the Jatón line is a lightweight, tough rayon fabric impregnated with Jatón-Vinyl. Designed for covers where lightness is essential. Extra-strong, long-lasting, fire-resistant, water-tight, mildew- and rot-proof. Remains flexible and soft well below freezing temperatures. Highly resistant to oils and chemicals.

COSTS NO MORE THAN COTTON CANVAS

COLORS: white, grey, green, aluminum. WEIGHTS: 8 oz. to 24 oz.

WE MAKE IT!



WE GUARANTEE IT!

Write for complete up-to-date information about the new Jatón Rayon and other Jatón products, or Contact your Local Supplier or Tarpaulin Manufacturer.

IF IT'S COVERING FABRIC, WE HAVE IT!

MARINE CANVAS SUPPLY CORPORATION

700-706 COURT ST., BROOKLYN 31, N. Y.

MAIN 5-0100

"inching" qualities for precise load positioning. The air-cooled engine provides 8.1 h.p. at 3000 r.p.m. for ample power to negotiate ramps up to 10% with full load. The Freighter can be operated at speeds up to 10 m.p.h. and is reported to be extremely economical in operation.

Simplified driving controls reportedly make the Freighter unusually easy to operate. The throttle ring is mounted within the steering wheel and the hand operated brake control bar is forward of the operator and below the steering wheel. Steering ratios of either 1 to 1 or 3 to 1 are offered. The centrifugal clutch plus fully automatic transmission with and infinite series of ratios provides a smooth power flow under all conditions.

The Freighter has an overall length of 105½" with bed size of 60" long x 42" wide which has 5% slope to center to assist in keeping load from shifting. Excellent maneuverability is accomplished by 360° steering, making it possible to operate in a 71" 90° intersecting aisle.

Another new item, the Tugster industrial tractor, is designed for towing of interplant trailer trains and for the gathering of warehouse orders. It has a



drawbar pull of 750 pounds. The Tugster's power and operational features are similar to that of the Freighter platform truck. The Tugster has an overall length of 61¼" and width of 37¼". Top maneuverability is accomplished by 360° steering making it possible to operate in a 48" 90° intersecting aisle. Hyster Co., 2902 N.E. Clackamas St., Portland 8, Oregon.

Eastern Rotorcraft Corporation has developed a new line of lightweight cargo release hooks capable of releasing loads automatically. Originally designed for use by helicopters in transporting suspended cargoes, the release hooks, which will handle cargoes weighing up to 12½ tons, are reported to have possible application in general cargo and materials handling operations. ERC said that simplicity of design and operation enable the hooks to be released in four different ways: (1) electrically by the operator, (2) mechanically by the operator, (3) mechanically by ground personnel, and (4) automatically by touchdown of cargo. The firm stated:

"In transporting suspended cargoes by helicopter, for example, ERC hooks permit smooth, damage-free unloading of cargo—even under such adverse conditions as darkness, gusty wind conditions or confined areas. These hooks also increase aircraft safety since the pilot need not remove his

HANDLE AIR CARGO FASTER, SAFER WITH HYSTER LIFT TRUCKS



Mills-Wolf Steel Co., Cleveland, Ohio

YOUR HYSTER DEALER IN THE NEW YORK AREA IS

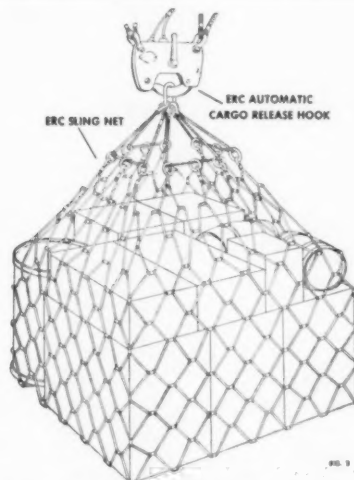


HYSTER COMPANY

10-10 Bridge Plaza South
LONG ISLAND CITY 1, N. Y.
Ravenswood 9-7212

Branch: 101 E. Jericho Turnpike
HUNTINGTON, L. I.
Hamilton 7-5920

HYSTER — WORLD'S LEADING MANUFACTURER OF INDUSTRIAL TRUCKS

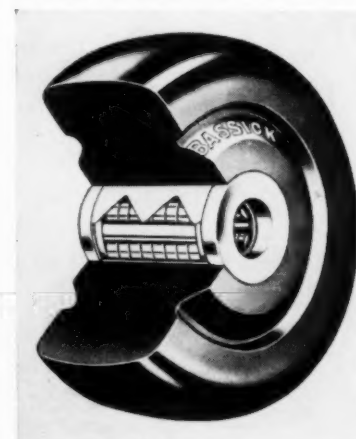


hands from the flight controls during unloading and is therefore ready if the aircraft lurches because of weight changes or turbulence."

ERC's five models of cargo hooks are rated at 2,500, 4,500, 6,000, 15,000, and 25,000 pounds. Unit weight ranges from five pounds for the smallest to 40 pounds for the biggest. Eastern Rotorcraft Corp., Doylestown, Penna.

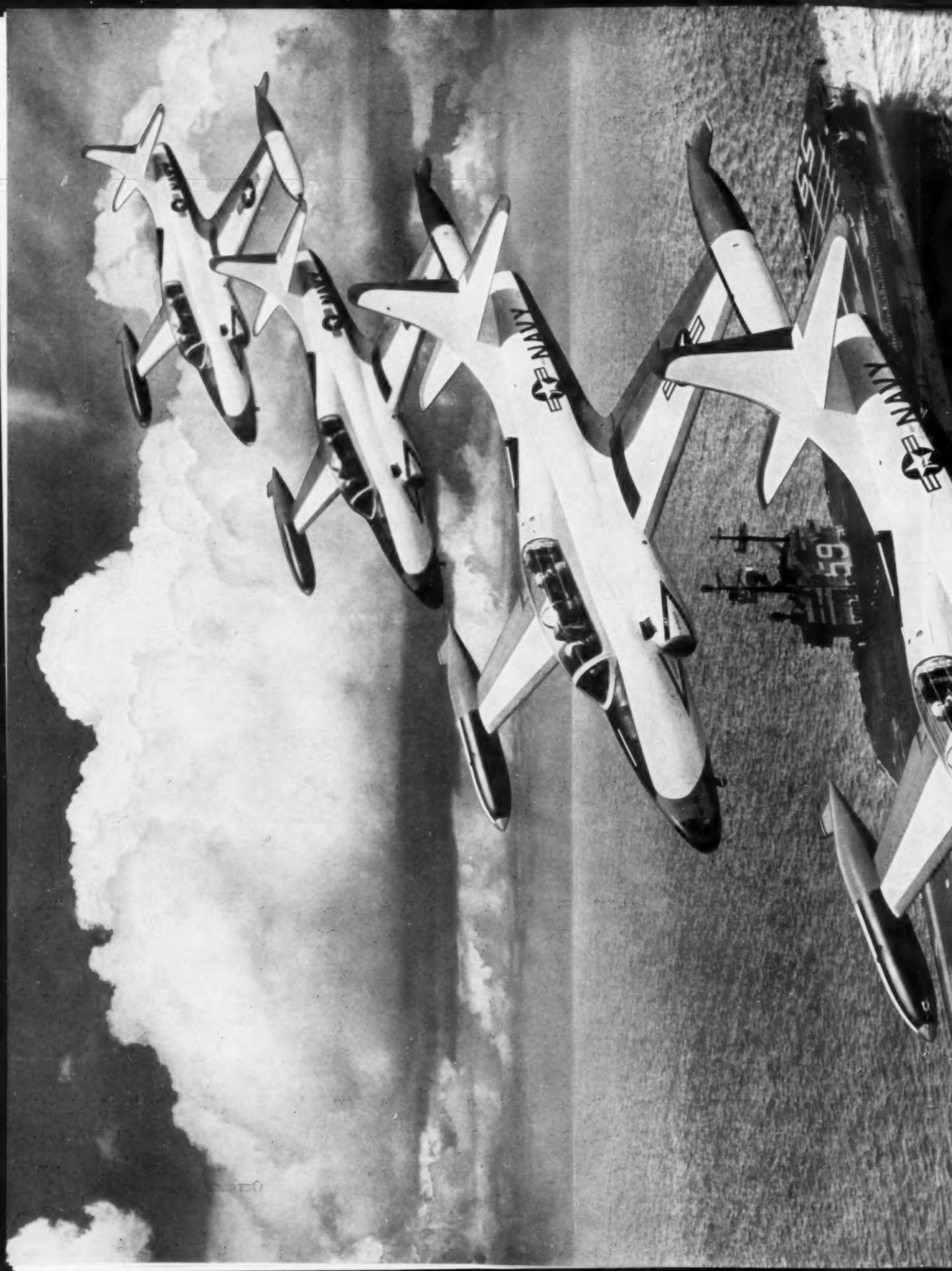
Developed by Firestone and manufactured by the Bassick Company, a new Atlasite general purpose, molded-rubber-composition truck-caster wheel, boosts impact strength 50% over previous Bassick Atlasite wheels of the same size, the com-

pany claims. In addition, Bassick states, the new Atlasite wheel, which is now standard on Bassick casters, completely eliminates the tendency of similar black hard-tread caster wheels to mark or smudge floors. The tough material, from which the new caster wheel is made, will carry heavy loads as easily as a metal wheel, but is far easier on floors. It is quiet in action



and wears gradually without wearing out or damaging floors. Except for a few conditions involving high temperature and some acids, the new caster is recommended by the company for all truck caster applications. The Bassick Company, 3045 Fairfield Ave., Bridgeport 5, Connecticut.

(Continued on Page 41)



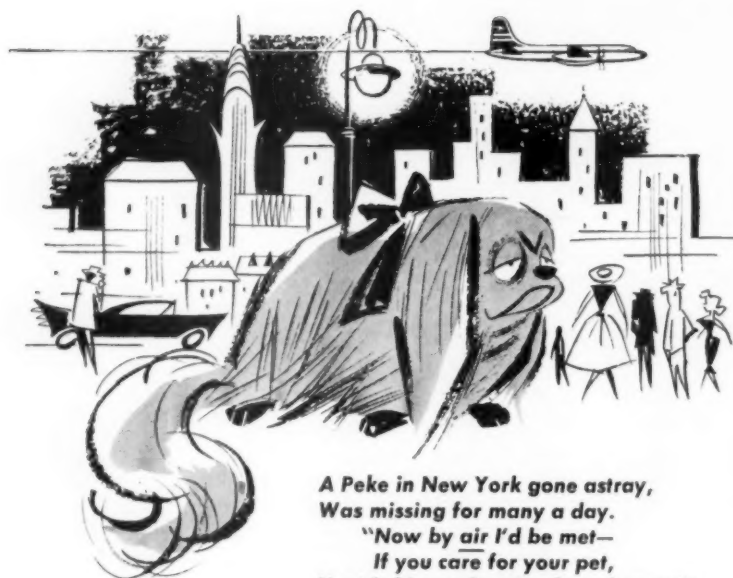


T2V-1 SeaStars will soon go into service with the Naval Air Training Command

9 OUT OF 10 U. S. MILITARY JET PILOTS WERE TRAINED IN
LOCKHEED JETS. THE NAVY'S NEW T2V-1 "SEASTAR", BUILT
BY LOCKHEED'S CALIFORNIA DIVISION, IS THE FIRST U. S.
PRODUCTION PLANE WITH HIGH-SAFETY BOUNDARY LAYER CONTROL.

LOCKHEED means leadership

BALLISTIC MISSILE RESEARCH & DEVELOPMENT • ROCKETRY • WEAPON SYSTEMS MANAGEMENT • NUCLEAR-POWERED FLIGHT • ADVANCED ELECTRONICS • ANTI-SUBMARINE
PATROL AIRCRAFT • LONG RANGE EARLY-WARNING RADAR CONSTELLATIONS • JET FIGHTERS • JET TRAINERS • COMMERCIAL & MILITARY PROPJETS • LUXURY LINERS



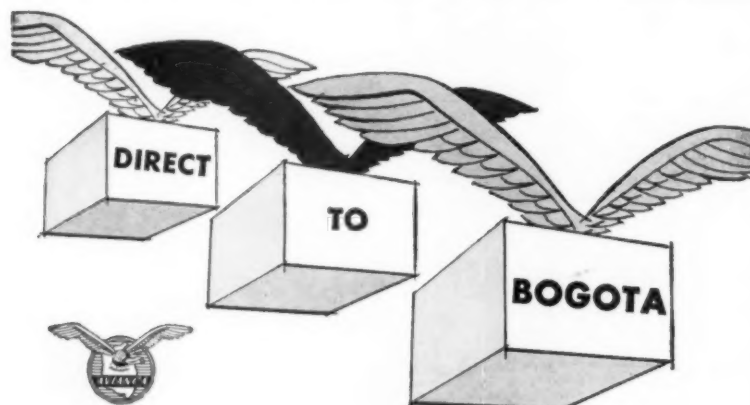
A Peke in New York gone astray,
Was missing for many a day.
"Now by air I'd be met—
If you care for your pet,
You'd ship me by air—the safe way!"

Consign your pets, pianos, picture reels to BOAC in New York. They'll be picked up, documented and shipped. Contact your Cargo Agent or nearest BOAC office. No cargo problem is too tough for BOAC to handle!

B·O·A·C

General Sales Agents for Qantas
Australia's Overseas Airline

BRITISH OVERSEAS AIRWAYS CORPORATION, New York, Chicago, Detroit, Philadelphia, Washington, Boston, Dallas, Miami, San Francisco, Los Angeles, Montreal, Toronto, Vancouver, Winnipeg



SHORTEST ROUTE TO SOUTH AMERICA

ALWAYS SPECIFY

**"VIA
AVIANCA"**

Fastest, most frequent flights
New York to Bogota . . . confirmed bookings in advance . . . shipments collect payable in Colombian currency.

PAN AMERICAN

General Agents 225 East 38th St., N. Y. C. ST 6-0600

DON'T TRUST LUCK

(Continued from Page 17)

cept the responsibility of ensuring that merchandise does not leave his premises in a condition that leaves it prone to damage.

It is pointed out that since the indirect air carrier does not own primary equipment, its income is earned basically by selling know-how and time. If substandard packing is allowed to continue, it can easily become a ruinous bottleneck to the originating shipper, the air freight forwarder, and to a certain degree the airline.

As an indirect carrier vitally concerned with the economical and effective movement of international shipments by air, we are deeply concerned with the education of the shipping public with respect to the differentiation between "domestic" and "air freight" packing. We want them to understand that difference just as readily as they now understand the difference between "domestic" and "export" (steamer) packing.

It is true that airfreighted shipments do not require the type of heavy export packing usually seen surrounding seaborne goods. But this does not mean that airborne merchandise may be underpacked. ● ● ●

AIR PARCEL POST

(Continued from Page 18)

age. The counting-moistening-affixing-checking operation ranged from 15 to 35 seconds each. In one case, the employee ran out of five-cent stamps and ambled across the room to a safe where they were kept in quantity.

At the post office, the parcels bearing stamps must await their turn to be cancelled before they can be turned over to the next department for sorting. How much time does this consume? It's anybody's guess, depending on (1) the volume of parcels handled at a particular post office, (2) the number of men assigned to do the cancelling, and (3) the business season.

The air parcel post shipper who still relies on the hoary stamp method outlined in the preceding paragraphs is not providing his customers with the fullest measure of speed to which they are entitled. He is not matching the ultimate in transportation—air—with the streamlined mailing-room operation the firm's parcels require. It's like putting an extra-heavy saddle and a plump jockey on a racehorse.

The Pitney-Bowes system of metered mail has worked a revolution in the handling of all types of mail. So far as the air parcel post shipper is concerned, metered mail is a welcome blessing. It provides the wings in the

mailing room to match the wings of air delivery.

A simple operation—a flick of a lever and a popped-out stamp of exact denomination, already moistened—takes a heavy chunk out of the time required for ordinary stamps. No hunting, no counting, no stamp-licking.

And not that alone. The air parcel post shipper is assured of the utmost speed of handling at the post office. Metered mail does the trick. Requiring no cancellation, for the stamp turned out of the Pitney-Bowes machine already has printed the point of origin and the date in addition to the amount, it bypasses the canceller and moves directly to the sorter.

How much time does parcel post with metered mail save at the post office? Estimates given to us by postal officials vary from 15% to "better than 50%," depending on the normal volume of shipments received at each station. • • •

SAVED: \$750,000

(Continued from Page 15)

723-pound buck, 3,057 pounds lighter than the can, reportedly saved Boeing more than \$1,200 per engine on the FOB price.

Depending on the method of transportation used, the aircraft manufacturer stands to save from a minimum of \$291.20 per shipment to a maximum of \$1,653.70.

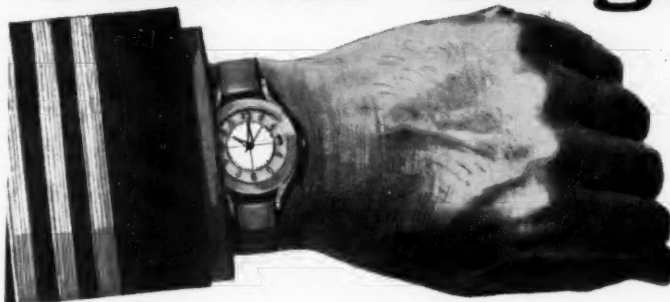
John Higgins, assistant vice president of Flying Tiger, pointed out that shipping an engine fixed on a buck via deferred air freight allows total savings of \$291.20 as against the railroad car lot cost. Deferred air freight cost is \$1,210.68 per unit shipment; railroad car lot, \$1,501.88 each. The respective cost of the can and the buck is included.

Were the "canned" engines to be shipped by first-class air freight, Higgins stated, the cost, including the container, would reach \$2,864.38. Place the engine on the new buck and specify deferred air freight instead, and the cost, including that of the shipping fixture, is slashed by nearly half—a saving of \$1,653.70.

Gross weight of Meyers' shipping fixture and jet engine is 4,720 pounds, in contrast to the gross weight of the standard container-type can and engine of 7,777 pounds (see photographs).

Apart from the matter of weight and its inevitable relationship to shipping cost, the buck solves a cargo-handling problem for the air carrier. Flying Tiger, which has worked jointly with Boeing to develop the program, indicated that the buck bearing the nylon-sleeved engine to protect it from the

Courier Cargo



on time to the Orient!

The only good schedule is one you keep! That's why more and more air shippers specify JAL "Courier Cargo" to Japan, Okinawa, Hong Kong, Bangkok and points beyond. They know JAL tops them all for fast, dependable on-time arrivals.

Now "weather-eye" radar assures smooth sailing for your cargo. And there's no "off loading" for mail or military cargo. Complete intransit information, advance notification to your consignees. Next time, be sure—ship JAL.



see your cargo agent about

JAPAN AIR LINES

Offices in New York, Chicago, Washington, D.C., San Francisco, Los Angeles, Seattle, Honolulu, Okinawa, Hong Kong, Bangkok and throughout Japan

100%

CARGO CONTROL

SAS

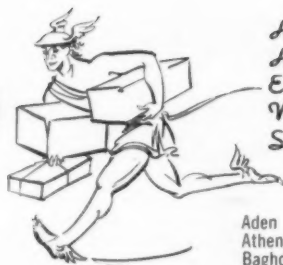
**TO HAMBURG • FRANKFURT • ROME
ANKARA • TEHERAN • ABADAN**



Call your agent
or SAS in major cities.

**IN NEW YORK
638 Fifth Avenue
OLympia 7-8000**

EXPERT HANDLING OF DIFFICULT CARGO



Asia
Africa
Europe
North America
South America

All of ITALY and

Aden	Mogadishu
Athens	Montevideo
Baghdad	Munich
Barcelona	Nairobi
Beirut	New York
Brussels	Nice
Buenos Aires	Paris
Caracas	Rio de Janeiro
Damascus	Salisbury
Frankfurt	Salt Island
Geneva	Sao Paulo
Istanbul	Shannon
Johannesburg	Teheran
Khartoum	Tel Aviv
Lisbon	Tripoli
London	Tunis
Madrid	Vienna
Malta	Zurich

CONSULT YOUR FREIGHT FORWARDER OR:

Cargo Sales Office—15 East 51 St., N.Y.C. MUrray Hill 8-3700
Cargo Department—Idlewild Airport—Olympia 6-5666 & 5674

ALITALIA

ITALIAN AIRLINES



Beverly Hills, Cal.
9870-A Wilshire Blvd.

New Orleans, La.
132 Intern. Trade Mart

Boston, Mass.
16 Providence St.

New York, N. Y.
15 East 51 St.

Chicago, Ill.
2 East Monroe St.

Philadelphia, Pa.
214 South 16th St.

Cleveland, Ohio
1501 Euclid Ave.

San Francisco, Cal.
212 Stockton St.

Anything Anywhere!



**MARITIME CENTRAL AIRWAYS,
CANADA'S LARGEST INDEPENDENT AIR
FREIGHT OPERATOR.**

... offers Reliable Service and Important savings to Shipping Publics and Air Charterers.

Fully equipped Aircraft available on short notice to any point in the world.

FLY WITH EXPERIENCE *Fly MCA*

FOR INFORMATION WIRE OR WRITE
MARITIME CENTRAL AIRWAYS
ROOM 59, OVERSEAS TERMINAL
DORVAL AIRPORT MONTREAL, P. Q.

corrosive effects of dust and moisture has no trouble clearing the area provided by the commercial airfreighter door. Not so the can; there have been cases when it was too bulky for the door.

Furthermore, simplified handling and loading make for speed. And speed of handling make for economy of operation and superior service.

And what about the transcontinental back-haul of the empty shipping fixtures to Pratt & Whitney? Here again we run into comparative costs. A good indication of what the percentage of savings might be is illustrated by the fact that the weight of the container is approximately 5½ times greater than that of the buck.

According to Higgins, the program is being presented to other manufacturers of engines and commercial and military aircraft. Boeing-Pratt & Whitney-Flying Tiger story provides a worthy case. ● ● ●

PROPER PACKING

(Continued from Page 16)

making no provision for special markings at all. It is necessary, however, whether the shipment be domestic or foreign, that the shipper and consignee's name and address be clearly and indelibly marked. This not only ensures sure and faster delivery, it also guarantees the safe return of the shipment that cannot be delivered for some reason or another.

Advertising Contents: It is not considered good practice to note the contents on the packing case or to apply any form of advertising on the outside. This attracts the attention of possible pilferers to desirable merchandise. Also, it prevents the shipping marks from being readily seen, which impedes the quick location of shipments designated for different points.

Shipping Marks on Unwrapped Goods: When goods are shipped unwrapped, and this is the case in many manufactured items—as an example, automobile tires—the marks should be stenciled indelibly and conspicuously on some part that can be readily seen. The use of tags on such goods is not favorable; however, tags are used, but can be of strong material with a wire tie.

Export Packing and Insurance: Because of competition and other factors, the increasing number of articles now being flown are entering into foreign commerce; insurance has broadened to include protection against additional perils as theft, pilferage, leakage and breakage. These risks, and others, can now be insured against. Every shipper should give careful consideration to the kinds of damage this particular

merchandise will most probably be subject to, and should choose his insurance coverage in the light of the facts revealed by such a study. Generally speaking, the more hazards covered, the higher the rate. One of the most fundamental factors taken into consideration by an insurance underwriter, when quoting rates for a specific shipper, is the latter's regard with respect to loss and damage of his shipments. The exporter who aims to reduce his losses by proper packing and handling has available a better rate than the shipper who is negligent in these important details of the export transaction.

To sum up, there are many known cases where the shipper, who by being anxious to save time and money, carelessly, without thoroughly analyzing his problem and the caller's sales talk, will allow valuable items (such as, silks, linens, high-priced cottons and "miracle" fabrics) to be packed in woefully inadequate containers.

This same process still continues with drastic, needless expenses levied against shipper and carrier alike, resulting in loss and damage to merchandise, particularly to items made up for immediate sale, such as light manufactures, gloves, handkerchiefs, scarves, blouses, plus most any item of apparel. Today, most air freight salesmen are schooled to help the shipper in determining the right weight of a carton to be used, depending on the shipment. He will suggest various types of sealing tapes, preferably cloth, and in many cases, request one or two steel bands, again depending on the carton and commodity.

Packaging costs still are greatly reduced, since in carriage by air, there is no constant vibrating and jouncing, such as on railroads and trucks. The air ride is smooth and very short, assuring delivery of the product in the same form of manufacture. Even many items requiring refrigeration are safely forwarded thus again eliminating additional packaging and extra trucking costs.

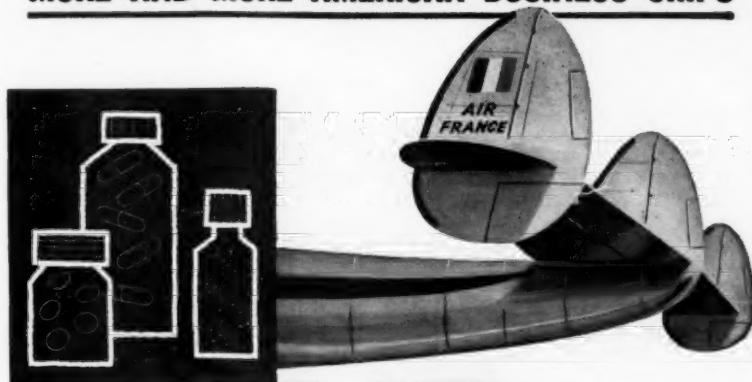
SALES APPROACH

(Continued from Page 14)

basis. This continuous operation of the SAS Booking Center insures immediate action on all booking requests received regardless of the time differential between the various countries. To illustrate the activity of the SAS Booking Center, we would point out that during an average month over 9,000 bookings are made, representing a volume in excess of one million pounds.

Copenhagen Airport (Kastrup) is a busy place in other respects, with SAS operating 180 daily flights represent-

MORE AND MORE AMERICAN BUSINESS SHIPS



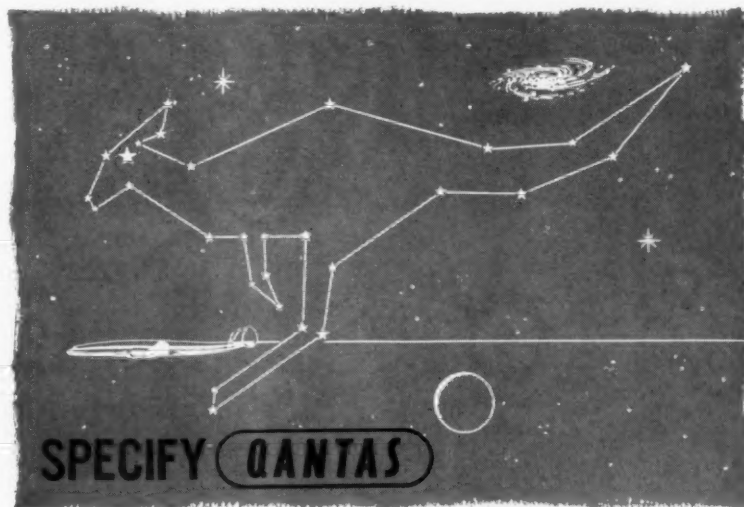
AIR FRANCE

Dependable FAST AIR service delivers anything, anywhere in Europe, Near East, Far East, Africa, Mexico.

Reduced Specific Commodity Rates on Most Items to Most Places.

SEE YOUR CARGO AGENT OR CALL AIR FRANCE

NEW YORK, PLAZA 9-7000 • BOSTON, COPLEY 7-5350 • CHICAGO, LUDLOW 5-1044



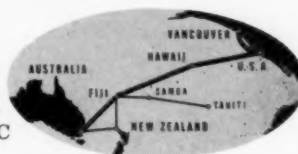
THE "SUPER" WAY TO FLY CARGO

TO AUSTRALIA, NEW ZEALAND, AND THE SOUTH PACIFIC

Time-saving, money-saving flights Westward from San Francisco and Vancouver, B.C., via Honolulu, Fiji, Sydney.

For rate information and schedules, contact Qantas, San Francisco, Los Angeles, New York, Honolulu, Vancouver, B.C., or BOAC offices anywhere.

QANTAS, Australia's Overseas Airline, in association with TEAL



ing approximately 40,000 consignments per month totaling in weight between 2 million and 2.5 million pounds. Needless to say, the most modern freight equipment and facilities can be found at Copenhagen in order to maintain the steady flow of traffic to all points in Europe, Africa, the Middle East, and Far East. Copenhagen is under the able management of P. E. Olsen who has been in the transportation business since 1939—first with the Danish Railroads, and since 1947 with SAS.

The combination of our Booking Center and our up-to-date and modern handling procedures makes Copenhagen the ideal gateway for shipments to all parts of the world. In addition, to facilitate further the flow of traffic through Copenhagen, Customs procedures have been simplified to the point that freight is easily transferred to the onward flight within one hour of the arriving flight.

Hamburg, Germany, is another important SAS European gateway and is managed by W. D. Coldewe, a veteran in the air freight business. As at all SAS stations, the most modern equipment and facilities are available for the handling of cargo and, as is the case in Copenhagen, freight is transferred to the onward flight within one hour of the arriving flight. Hamburg is our major gateway for consignments to all German points, and connections may be made to all points on the SAS

worldwide cargo network. The importance of Hamburg as a European gateway can be seen from the fact that it is a terminal point on the direct SAS services between the United States and Europe.

The two major SAS gateways in the United States are New York and Los Angeles and, as mentioned previously, under the direct supervision of the cargo sales manager, assisted by Oscar Oberon, airport cargo manager-New York and John McNamee, airport cargo manager-Los Angeles. Our modern and expanded facilities at both airports assure efficient and expedited handling of all consignments through to destination, including the booking of consignments on specific flights to all points of the world. The two airports are manned by competent personnel well-versed in all phases of international shipping, both export and import, to assist the shipping public.

Considering that upwards of 4 million pounds of air freight per year pass through the New York and Los Angeles gateways, we must be prepared to handle all types of commodities with ease and efficiency. The facilities and equipment available at these two stations are adequate enough to handle large, bulky items of machinery to small packets of newspapers, and from large compact consignments of pharmaceuticals to household pets of passengers traveling to or returning from all parts of the world. • • •

top banking facilities; no tax on remittance abroad of either capital or dividends; moderate income tax rates on profits earned in reexport trade. It is emphasized here that the short air haul to the booming Venezuela market allows preferential Customs treatment.

A Panama corporation is fully exempt from United States tax on all income derived from sources outside of the United States. Also, it is exempt from Panama tax on all income derived from sources outside of that country. Furthermore, the corporation is permitted to deposit or reinvest its accumulated operating profit in any country of the world, without subjecting these profits to either United States or Panama tax. The United States owners of a Panama corporation can postpone indefinitely the receipt of dividends, without interest or penalty, thereby giving these funds an opportunity to earn additional profits.

Free Zone Operation

There are three methods by which a firm may operate in the Colon Free Zone. It may lease land for a 25-year period, with options of renewals, and erect its own building. Leased land is at 10¢ per square meter per month. Or it may lease an entire range from 55¢ to 75¢ per square meter per month (see chart on Page 20). Or, finally, it may take advantage of the public warehousing facilities which is operated on approximately the same basis as in the United States. Monthly storage charges are based on the balance of merchandise in the warehouse.

Only recently the Panama Cabinet approved a bill introduced by Minister of the Treasury Ruben Carles which grants a 90% discount in income taxes on profits earned on reexport shipment from the Free Zone. Behind this move was the desire to "clarify certain aspects of the taxes on profits of the present Free Zone firms and to offer sufficient additional fiscal incentives to attract new trading firms to set up regional distribution organizations in Colon in order to generate additional employment opportunities in that community which now suffers from an acute unemployment problem."

At the present time a Free Zone firm may sign a contract with the Panama Government which will guarantee the reexport discount for a period of 20 years. Beginning January 1, 1958, the 90% discount will be granted on profits from sales of foreign merchandise "destined abroad from the Colon Free Zone . . . or for consumption on planes or ships in international trade." This discount does not apply to profits on merchandise delivered from the Free Zone for consumption in Panama.

CLIPPER CARGO DIARY

(Continued from Page 21)

When you talk of major air shippers here, the same names usually crop up in conversation: Parke-Davis Inter-American Corporation; Squibb-Mathieson International Corporation; Pfizer Corporation; Gillette Export Corporation, which includes Paper-Mate; Piecher-Kardonski, importers of a variety of merchandise from Europe and the Far East; Coca Cola Export Corporation; Centraltex; Cia. Henriquez, and Motta's, both liquor exporters.

Cargo promotion and sales, Chichester points out, not infrequently expand beyond the territory assigned to a manager of representative. This calls for cooperative effort by several district offices on a single project.

Chichester relates the case of a San Jose manufacturer of rubber heels and soles whose plant capacity was greater than his local market. Pan Am explored the export market for his products in a number of regions. It finally settled on one, recommended it to him, assisted in its establishment, and for its troubles hauls several thousand kilos of soles and heels a month.

And there is the case of a Jamaica

manufacturer of Haitian yarn which is woven into cloth. Same problem. Same solution by Pan Am. Result: the airline today is flying the product to Havana at the rate of more than 8,000 kilos a week.

From the standpoint of air cargo, the most important facility here is the Free Zone of Colon. Created by the Republic of Panama nine years ago, it now ranks as one of the top free-trade areas in the world. More than 60 companies have established distribution centers here. The Free Zone is managed by M. Everardo Duque.

Among the stated advantages offered by the Colon Free Zone to exporters and manufacturers selling or planning to sell customers in Latin American and Far Eastern areas, are the following: the zone's strategic location; the "liberal and extremely cooperative attitude of the Panamanian authorities"; abundance of warehousing and manufacturing space; excellent labor supply; no import duties, bonds, or import license; "better utilization of customer's credit line"; excellent air cargo and sea services; low air freight rates;

The following table provides a comparison of the present income taxes on reexports with those to become effective at the beginning of the year:

Taxable Income	Present Taxes	New Taxes
\$ 10,000	**\$ 390	**\$ 45
25,000	1,340	180
50,000	3,330	500
100,000	9,330	1,410
150,000	17,130	2,565
200,000	24,930	3,810
300,000	41,130	6,510
400,000	57,930	8,460
550,000	83,730	14,150
750,000	119,730	20,985
1,000,000	164,730	30,285

** Includes 20% surcharge.

Syd Chichester affords me an opportunity to visit the Free Zone.

"Too bad it's Sunday," he says. "On other days you can see plenty of activity around here."

Both of us are keenly aware of the advancing schedule for the train which would take me back to Panama City. The tour through the Free Zone, therefore, is a rapid one.

Stretched out are rows of warehouses. They are painted white or pastel green with a red base. Some of the structures have huge trailers parked at the door.

Almost everywhere are world-famous industrial names shouting from building facades. All of the warehouses are spacious, fluorescent-lighted, with offices in the interior. I count five new warehouses in various stages of construction.

The Pfizer Corporation, which is not actually within the limits of the Free Zone, has an exemption to operate as if it were. Pfizer was located at Colon prior to the establishment of a Free Zone.

Indicating the wealth of facilities with a wide sweep of his arm, Chichester remarks:

"Four hours from Miami. Less than 14 hours from the farthest airport in South America. It's a natural, don't you think?"

SAN JOSE

AT El Coco International Airport, I am informed that the President of Costa Rica, José Figueres, is here to bid farewell to a distinguished visitor from the United States, former Assistant Secretary of State Adolph A. Berle, Jr. I wangle an opportunity to interview the President. A short, slight man, he is receptive to my numerous queries. I ask him to comment on a rumor I had picked up to the effect that the Costa Rican Government is planning to establish a Free Zone at San Jose.

"We are working on the idea," he admits readily.

"Have experts been called in from the outside?"

"No. The Economic Department of my administration is studying the feasibility of establishing the Free Zone."

Subsequent discussion veers to Costa

Rica's cattle-raising industry. President Figueres declares:

"I will tell you this much. We are working on plans to improve the quality of Costa Rican beef so that it will meet the accepted standards of any country. We will rely on the export of beef to a great extent in order to reduce the cost of import cargo.

"Perhaps your journal will be interested in this news: Costa Rica has definite plans to establish an abattoir at this airport. The airlines will fly out freshly slaughtered cattle."

"How far along are you with this project?" I ask.

"Far enough along to a point where we may soon ask for bids," he replies.

Rodolfo Ulloa Banuett, Pan Am's district traffic-sales manager for Costa Rica, at a subsequent meeting, fills me in on the details of the country's important cattle industry. The "Texas of Costa Rica" is located in the Guana-

ship to

VENEZUELA

and Netherlands West Indies
FROM NEW YORK & MIAMI

via Latin America's largest all-cargo carrier

RANSA AIRLINES

- scheduled flights several times daily!
- largest fleet of C-46's serving Venezuela
- all service expedited service!

- largest personnel staff fully trained in cargo handling
- most complete receiving and terminal facilities

Write, call, wire for full information on how to save time on your Venezuelan shipments!

Certificated and Scheduled Air Cargo Carrier

NEW YORK OFFICE
23 Bowditch Street
New York 13, N. Y.
Tel.: WA 5-9406



MIAMI OFFICE
P. O. Box 628
Miami International Airport
Tel.: TU 8-6745

Find out about our sensational new

GOLDEN ROCKET Service . . . Overnight to Europe!

Domestic and Foreign Indirect Air Carrier, I. A. T. A. Cargo Sales Agent, Ocean Freight Forwarder, Custom House Broker

AIR EXPRESS INTERNATIONAL CORP.

and its wholly owned subsidiaries, Air Express International Agency, Inc. (FMB 416) and Surface Freight Corporation (FMB 589)

90 Broad St., New York 4, N. Y. • Bowling Green 9-0200

the world's first AIR EXPRESS INTERNATIONAL NETWORK — not affiliated with any other air express company

N. Y. MANHATTAN TERMINAL: South Ferry Slip 5, Foot of Whitehall Street, Bowling Green 9-0200

CHICAGO: MIDWAY AIRPORT: Ludlow 5-1616

DETROIT: 2310 Cass Ave., Woodward 1-2775

HOUSTON: Municipal Airport, Mission 5-6654

LOS ANGELES: Int'l. Airport, 5691 Avion Drive, Oregon 8-8977

MIAMI: 36th St. Terminal, Int'l. Airport, Newton 5-6565

NEWARK: Building 5, Newark Airport, Mitchell 2-8645

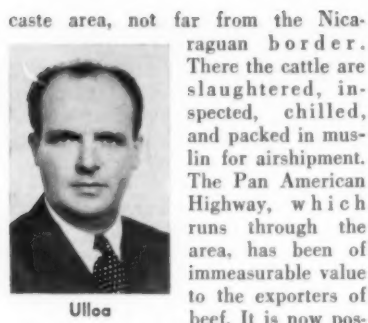
NEW ORLEANS: Moisant Int'l. Airport, Kenner 4-5581

NEW YORK: Idlewild Airport, Cargo Operations Bldg., Olympia 6-5220

PHILADELPHIA: Philadelphia Int'l. Airport, Belgrade 2-8866

SAN FRANCISCO: Terminal Bldg., Int'l. Airport, Plaza 5-7538





Ulloa

caste area, not far from the Nicaraguan border. There the cattle are slaughtered, inspected, chilled, and packed in muslin for airshipment. The Pan American Highway, which runs through the area, has been of immeasurable value to the exporters of beef. It is now possible to truck the beef to El Coco in four hours. Over-the-road schedules are coordinated with those of the aircraft. The lack of refrigeration facilities at the airport makes close scheduling an absolute must. Airborne beef is transported at high altitudes to maintain the chill.

"We need more road arteries," Ulloa says. "We need them to help expand our industry. If you need any proof of what roads can do for Costa Rica, you don't have to look farther than the Pan American Highway. It has made possible today what was not possible before."

Old-Timer

Ulloa, a veteran of nearly a quarter-century's service with Pan Am, is a native of San Jose whose higher education was received at the University of California in Berkeley. He has a degree in electrical engineering, but an early fascination for aviation quickly led the way to commercial air transportation. Even now he talks about "the old days" of Costa Rican aviation when Fokker F-7s and Ford Tri-Motors were flown out of Chomes Airport.

A man of apparent wide acquaintanceship—he fixed up an interview with a high Government figure in a matter of minutes—Ulloa follows a crammed schedule. He is an Associated Press stringer as well as a volunteer fireman. In 1946 he was loaned by Pan Am to help found Lacsca which in the intervening years has turned out to be a formidable competitor. (Lacsca provides cargo-handling services for all the airlines landing here.)

Six persons in Costa Rica are assigned to cargo under Ulloa.

"We are all leaning on cost analysis harder," he says. "I am confident that with steady plugging, diversions to air cargo can be made—especially in the field of perishables. I am trying to find a way to export by air our overproduction of fresh eggs."

"Perishables give Pan Am its biggest export volume from this station. General merchandise is second, and live animals third—but perishables are a big first. We fly out large quantities of fresh tomatoes. The average shipment weighs about 5,000 pounds. The

airlines carry about 50,000 pounds of tomatoes a week out of Costa Rica.

"I have mentioned the need for new markets for our eggs. We have been successful in developing markets that we never had before for shrimp and jerked and fresh beef, just as we have for foam rubber products, rubber soles, and rubber and wooden heels.

"We are doing very well with fresh-cut flowers. Did you know Costa Rica grows more varieties of orchids than any other country in the world? We supply Nicaragua, Panama, Honduras, and Cuba with most of their fresh-cut flowers."

Additional Exports

Costa Rica is an important exporter of spider monkeys, white-faced monkeys, jaguars, and tropical birds. And from the industrial viewpoint, one cannot shun the fact that the country produces sugar mills and vacuum coffee elevators. Sale of the latter is reported to have displaced British products in most Central American markets.

Inbound volume is heaviest in household appliances, pharmaceuticals, and general merchandise, in the order named.

Japan, Germany, and Czechoslovakia are reported to have made important inroads in Costa Rica's import trade. The first two countries have been especially successful, I am informed, because of "extremely liberal credit terms."

While both the volume and average weight per inbound shipment increased last year over the previous one, outbound shipments did not fare so well. In spite of a rise in the weight per shipment, total volume in 1956 dropped below the 1955 level.

The 1956 inbound volume reached 870,896 pounds, as against 626,746 pounds in 1955. The weight of outbound shipments last year registered 305,284 pounds, in contrast to 367,833 pounds in 1955. Average weight per import shipment in 1956 was 101.72 pounds, a substantial increase from the previous year's average of 81.45 pounds. Export shipments last year averaged 156.08 pounds, well above the 137.21-pound average for 1955.

Pan Am's new San Jose sales office is located at Calle Primera and Avenida Primera. Small shipments are accepted here. Delivery of documents also is made from this point. All other cargo departments are at El Coco Airport which is 17 miles from the city.

San Jose has no IATA cargo sales agents. There are, however, five sizable customs brokerage firms here.

Customs follows a leisurely pace at El Coco. Monday through Friday it is open from 8 a.m. to 11 a.m., and again from 1 p.m. to 4 p.m. On Saturday

Customs works a four-hour shift—from 8 a.m. to noon. It is shut down on Sunday, but clearance can be made on prearrangement.

San Jose businessmen here expressed discontent with Customs procedure as they exist at the airport. The local Chamber of Commerce is fighting hard for a thorough overhauling and demands a streamlined system in pace with the quickened tempo of foreign trade. Pan Am has offered free transportation to any part of the world to Costa Rican officials who would study the Customs systems of other countries.

Pan Am operates three all-cargo round trips a week to San Jose, in addition to seven combination round trips. The heaviest volume of freight to and from this station is moved by Lacsca, the Costa Rican airline in which Pan Am has one-third interest.

"The reason for this is Lacsca's direct flights to Miami," says Sidney J. Newcomb, Pan Am's station manager.

Newcomb has been with the airline for 22 years, serving at Miami, Trinidad, Dutch Guiana, Port au Prince, and once again at Miami before settling in San Jose 10 years ago.

The year-old cargo building at El Coco is shared by six airlines. There is no strongroom here. Pan Am has its own valuables safe tucked away in a cage. The caged area is utilized for in-bond storage of freight arriving after Customs hours.

Outside the building is a large quantity of household and commercial refrigerators and automatic washers. A truck parked near the shipment bears the neatly painted slogan: *La Linea de Mayor Experiencia en el Mundo* (The Most Experienced Airline in the World.)

A cargo handler pauses near me to wipe the perspiration from his brow with a broad forearm. He indicates the slogan with his head.

"It is proud words, *senor*," he grins—"and true."

MANAGUA

GOOD fortune brings me together at the airport with former Assistant Secretary of State Berle. I had not realized we had been traveling on the same plane.

I relate to him my conversation with President Figueres with respect to a Free Zone. Had he discussed it with the President?

"We have discussed its possibilities," Berle says cautiously. He takes a few rapid puffs at his cigarette, then adds: "But nothing official, of course."

"Generally speaking, how do you feel about its prospects?"

"I think it is a good idea."

"Do you think it would attract United States manufacturers to invest in building facilities there?"

"If the Costa Rican Government decided to establish a Free Zone, I believe the chances of attracting United States capital there would be very good. It could lead to making the country an important warehousing and distribution center."

At parting, Berle, an acknowledged expert on Latin American affairs, makes a terse though significant statement:

"I believe there is a future possibility of a Central American Customs Union."

There is no time left to go deeper into the subject. We shake hands and go our separate ways.

MEXICO CITY

"AIR cargo is making steady inroads in the habits of Mexican shippers," Eduardo Eggleton Lacavex tells me. "The shippers here are beginning to rely on it in greater numbers. We have the airlift to give them—12 domestic all-cargo flights and 189 domestic passenger flights per week in each direction. International service? We have 34 passenger flights per week, each way. And then there are the two weekly all-cargo flights—one from Los Angeles, the other from Panama."

Eggleton heads air cargo here for both Pan American and Mexicana de Aviación, Pan Am's affiliated company.

Seventy percent of Mexicana's freight is hauled aboard passenger aircraft. Drugs and pharmaceuticals form the most lucrative commodity airimported into Mexico. Auto parts and accessories are named second best, with TV and radio parts a close third.



Eggleton

"Textiles lead all the other exports," Eggleton says. "Next come drugs and pharmaceuticals, and in third place I would say

phonograph records." I raise an eyebrow at the latter commodity. "Oh, yes," Eggleton explains, "Mexico City supplies all of Latin America with phonograph records."

"Where does Mexicana find her biggest air cargo market?" I ask him.

"Guatemala is on top. After that are El Salvador, Nicaragua, and Venezuela, in the order I have stated them."

"And imports?"

"New York gives us our biggest inbound volume. Chicago is next. Then, Los Angeles."

Two Mexico City IATA cargo sales agents give Mexicana about 20% of its freight revenue. They are named as Central de Aduanas and Agencia General de Carta Aerea.

Baby chicks are flown in tremendous quantities from the United States to Mexico City. Bulk is broken here. The smaller shipments are forwarded to all parts of the country.

About 150 horses are received yearly from Tijuana.

There is quite a good seasonal business in frozen frogs' legs, flown from Carmen to Havana. Carmen also originates fresh and frozen shrimp for Brownsville, New Orleans, and Miami.

Surface transportation within Mexico is extremely cheap, but air transportation is showing increasing effectiveness in competing with it.

"For example," Eggleton says, "truck freight from Laredo, Texas to Mexico City is at \$24 a ton. The air freight rate for this distance is 7¢ a pound. Why are we able to compete? Because Mexicana also acts as a customs broker. Our maximum clearance charge is \$8.00. Now, ship by truck or rail. What do you need? Customs brokers on both sides of the border! The Mexican brokers' fees start from 2½% of the value of the goods. There is no maximum."

"Immediately the surface cost is raised tremendously because of the red tape encountered at the International Bridge. Can you realize how much

AIR CARGO INSURANCE

MAIL • EXPRESS • FREIGHT

Carriers Liability

Shippers All Risk Anywhere in the World

PARKER & CO.

Specializing in aviation insurance for over 30 years

NEW YORK 16
99 PARK AVENUE
Murray Hill 7-6960

PHILADELPHIA 3
1616 WALNUT STREET
Kingsley 5-1200



- New—the first regularly scheduled all-cargo flights to South America's West Coast. Room for bulky shipments.
- 15 flights a week—regular twice-daily service—plus weekend all-cargo flights give you a wider choice.

Call Panagra's U.S. Sales Agent, Pan American World Airways or your Air Cargo Agent.

PANAGRA

PAN AMERICAN-GRACE AIRWAYS

time the shippers lose while having their shipments cleared? Anywhere from one to four weeks! There are all sorts of difficulties at the bridge. Very often it is necessary to write back to the shipper or to the consignee requesting information required by Customs. So the freight must be unloaded from the truck and placed in a warehouse."

Customs hours at Mexico City's splendid airport are from 8 a.m. to 5 p.m. Monday through Friday; 8 a.m. to 1 p.m. on Saturday. It is closed on Sunday. A charge of \$12 per shipment, regardless of value, is made for the clearance of freight after normal Customs hours.

The new Customs air freight facility (still unopened at the time of my visit) is reportedly larger than the gigantic passenger terminal. Space is available for general cargo and livestock of all types. Included in the new quarters are special stalls for large animals, a strongroom, and a room for the refrigeration of perishables.

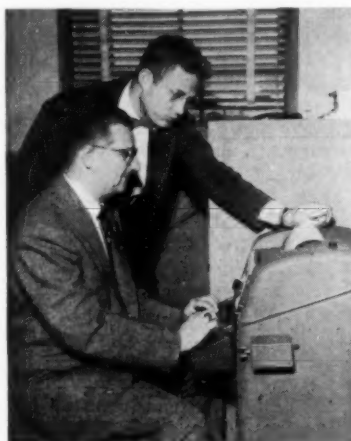
LOS ANGELES

HERBERT H. PIERCE, cargo sales supervisor, is in a state of utter frustration when he and Walter M. Blomberg, Jr., assistant station traffic manager-cargo, meet my plane. The truth is that at this moment he should be in two other places simultaneously. On one hand, he is deeply involved in the promotional air-shipment of a Finnish doll around the world; and on the other, his wife has just presented him with their fourth child.

Pierce, a graduate of the University of Southern California—he has a BS degree in transportation—joined Pan Am in Seattle 10 years ago. Almost all of his time has been spent in cargo. He came to his present supervisory job via successive stints at San Francisco, Los Angeles, Shanghai, Hong Kong, and Okinawa. Prior to his appointment to the position in March, 1956, only one man was assigned to outside cargo sales. There are five, including Pierce, today.

Like Pierce, Blomberg has been with the airline for a decade—and in cargo most of this time. A graduate of the University of California where he majored in public administration, he started his Pan Am career at San Francisco, moving around to Honolulu, Fiji, Canton Island, and back again to San Francisco, before his appointment seven years ago to the job he now holds.

Driving to the city—Los Angeles International Airport is 14 miles from downtown Los Angeles—Pierce, in reply to a query, informs me there are 27 IATA cargo agencies in town.



Walter M. Blomberg, Jr. (operating teletype) and Herbert H. Pierce.

"We're working with 18 of them," he says. "Our relationship with the agents and forwarders are excellent. As a matter of fact, 75% of our traffic originates with them. Practically all of the European traffic moves in consolidation."

Pierce observes, however, that "agents who do nothing but cut airwaybills are not performing their true function." They are the most expensive to carry on the airline's books and frequently add up to a loss for the carrier.

As far as Pan Am is concerned, the top originators of freight in the forwarding industry are Air-Sea Forwarders, Inc.; Air Express International Corp.; American Shippers, Inc.; Airborne Freight Corp.; Barnett International Forwarders, Inc.; and Global Air Cargo.

Top Commodities

The heavy concentration of petroleum, construction and aircraft and aircraft supply companies, as well as a sizable light industry, make it a foregone conclusion that Pan Am's No. 1 export is machinery and machine parts. Printed matter, including newspapers and periodicals, follows in importance, with wearing apparel third. The top three import commodities are, in the order named, toys and novelties, ceramics and hardware, and cotton manufactures.

Mexico and Hawaii provide the biggest markets for this station. While Mexico gets more tonnage, Hawaii, because of the long haul, produces more revenue. Venezuela follows in importance.

From 60% to 65% of the total inbound cargo tonnage originates in the Pacific, Blomberg asserts. This traffic brings 75% to 80% of the total inbound cargo revenue.

A relatively large volume of consolidated freight from London con-

signed to Australia and New Zealand—some 4,000 to 5,000 pounds weekly—is handled here.

At this time Pan Am is operating 14 combination flights weekly to Hawaii in each direction, and four combinations a week to Latin America, both ways. To the latter service are added Mexicana's 21 combinations and single all-cargo each week.

"We need more lift to Latin America," Pierce says. "The problem is northbound traffic."

Pierce has a pet operational scheme which he'd bet dollars to doughnuts would pay off. It has raised a certain amount of interest at Pan Am. If his suggestion is ever accepted Pan Am would operate a U-shaped shuttle service from Los Angeles to Guatemala City, San Salvador, Managua, Toluca, Barranquilla, Caracas, San Juan, and New York. On the turn-around he would pick up Los Angeles-destined consignments at San Juan.

Products on Wing

Last year's *California Products on Wing*, a flying showroom of California-manufactured goods, was sparked by Herb Pierce. Sponsored by the Los Angeles Chamber of Commerce, the itinerary included San Jose, Managua, Tegucigalpa, San Salvador, Guatemala City, and Mexico City. Its success prompted a planned follow-up to be called the *California Trade Caravan*. It was to have taken place last May, but there has been a postponement. When it does take to the air it will bring shows to Panama City, Barranquilla, Maracaibo, and Caracas.

Between 1951 and 1956, inbound revenue freight received at Los Angeles from Pan Am's Latin American and Pacific-Alaska Divisions and Mexicana moved steadily upward from a total of 272,978 pounds to 1,079,177 pounds. Outbound revenue freight rose from 781,600 pounds to 2,580,972 pounds. Further study of these statistics underscore the result of greater lift per plane and shipper acceptance. During the same six-year span, the average weight per inbound shipment grew from 28.7 pounds to 48.2 pounds. For outbound shipments the average per-pound weight swelled from 47.91 pounds to 68.19 pounds.

Selling international shippers in this area is no cinch. Excellent steamer service from the Port of Los Angeles offers formidable competition, but air cargo is biting in. Steady plugging shows results in many different forms. Managements here and abroad have become familiar with the airlines' efforts to sell them on air cargo by means of analytical studies of their own products and distribution practices. Often it is a major sales job

merely convincing the business executive that the free analysis might save him thousands of dollars a year. But the worm is slowly turning—at least in Los Angeles. Pierce shows me a letter from a Pasadena executive wherein the latter requests a sea-versus-air analysis on a shipment of scientific instruments destined to Leverkusen, Germany.

"In making your cost analysis," the executive writes Pan Am, "you can include the fact that it would cost us \$100 to have the instrument crated for export shipment by ocean freight. This, of course, would not be required if the shipment were sent uncrated by air."

Case History

I discuss with Pierce the information given to me by Mexicana's cargo manager in Mexico City, with respect to the difficulties encountered at the International Bridge by surface shippers. Pierce sheds more light on the reason why air freight is cutting into this traffic. He provides me with a ready-made cost analysis comparison of surface and air shipments—bulk freight—moving from Los Angeles to Mexico City. The surface portion of this study is based on transport via Laredo. Value of the shipment is \$4,400; weight, 2,200 pounds.

Insurance cost for surface is \$16.50 as against \$1.54 for air. Charge for trucking to the export point is \$88 versus \$13.20 for air. From the export point to Mexico, there is considerably less expense by surface; only \$24 in contrast to air cargo's \$275. But there is a charge of \$140 for crossing the International Bridge, which does not exist for air. Import brokerage charges for the surface shipment amount to \$35.20, as opposed to \$8 (the maximum) for the planeborne goods.

Add it all up and what have you got?—A total transportation cost of \$303.70 for surface, and a total of \$297.74 for air. The ground-transported shipment never arrives before three weeks from starting date, and often will take up to six or seven weeks getting to Mexico City. By air—overnight.

Twenty-one persons keep the freight flowing in and out of the Clipper Cargo facility at the airport. The traffic management here has one of the highest cargo experience levels in the system—an average of 12 years.

The cargo shed is well equipped: a couple of fork lift trucks, haul trucks, pallet mover, belt conveyor, and scales. Blomberg tells me of his intention to acquire a light-weight walkie-talkie for the coordination of load control and the assurance of maximum utilization.

There is a close relationship between

traffic and sales. Seniors in each department have organized a group for the discussion of mutual problems, with an eye towards eliminating them or bringing them down to an irreducible minimum.

Tracers are not as simple here as at most other Pan Am stations. The fact that Los Angeles and San Francisco are joint Pacific stations make tracers a little more complicated.

It was Blomberg who introduced a system whereby scheduled changes, printed on special forms, are sent to cargo agents and district sales offices in the East. This easy-to-read information shows direct flights out of Los Angeles, connections, equipment, and schedules.

The normal working day of Customs in the Pan Am cargo shed is from 8 a.m. to 5 p.m. But it is on call 'round the clock every day of the week. Air Express International has its own customs brokerage space in the shed.

Although Air Cargo, Inc., ground service organization of the scheduled airlines, performs some pick-up and delivery for the airline, most of the freight is trucked by AEI and James G. Wiley.

Chat with a Forwarder

There is a little time before catching my flight to San Francisco, and I utilize it to drop in on Erwin Rautenberg, general manager of Air-Sea Forwarders, Inc., one of the most active air freight forwarding firms in the area. Air-Sea, which has offices in Los Angeles and Burbank, specializes in the international movement of electronic equipment and aircraft parts. ("This does not exclude general cargo.")

Rautenberg is a gracious host. He is ready to talk air at the drop of a hat.

"I derive personal pleasure from converting surface shippers to air," he said quietly, methodically. "It is not so difficult as some people make it out to be. And let me tell you this: I have been able to make the conversions without grandiose presentations. Simplicity does it. Talk in simple terms, the language the layman understands. I have shown shippers, especially in the electronics field, how they can ship by air and leave more profits for themselves."

Rautenberg's method apparently has worked. Last year Air-Sea turned over to the airlines about a quarter-million dollars' business. Much of the firm's revenues stem from export documentation work. In 1956 the international air carriers received export shipments at the rate of approximately 400 a month. This year (up to the day of the interview) the monthly average is running above 500.



DIRECT and SPEEDY

Only Direct Cargo Service
from Miami, Florida to
NICARAGUA
...at LOW rates!

No change of planes means
quicker delivery...less
handling. Your shipments
can be forwarded
collect or
prepaid.

LANICA AIRLINES
International Airport
Miami, Florida

Miami:
Phone: TU 8-6711
Cable: LANICA

Home Office:
Managua
Nicaragua



RESERVED FOR YOUR CARGO!

- No bumping of cargo or off-loading for passengers
- Big plane capacity with all space reserved for your cargo
- Big doors to accommodate the largest shipments
- Rush your goods to destination — Call your nearest Slick office or freight forwarder.

Certificated, Scheduled Air Carrier • Member ATA

SLICK airways inc.

World Headquarters:
3415 Cedar Springs Road, Dallas, Texas • LA 6-7671

overseas passenger charter • airmail • air express
domestic and international air cargo

"Air gives us 30% of our total revenue at the present time," Rautenberg declares. "If the present rate of increase in air business is maintained, we should end the year 1957 with air and sea revenues about even. The reason for this is that we have been spending considerably more time and effort to develop the air freight end of our business. It has cost me some money on occasions, but I am looking towards the future. I am confident it will pay off."

Air-Sea was the first company in transpolar consolidation, Rautenberg states, remaining the only one for nearly two years. He claims he can "almost guarantee the arrival of West Coast shipments in Europe in two days."

Roughly 45% of Air-Sea's revenue originates in transpacific business, although it accounts for less than 30% of the volume. (The long haul, of course.) The rest of the revenue is about evenly divided between transatlantic and Latin American activity.

Rautenberg is quite definite about the future of Los Angeles.

"The potential here is enormous. It is a huge supply area. But as far as the future of air cargo is concerned, it needs the support of the Administration."

SAN FRANCISCO

WHETHER figured by volume or revenue, this station's three most important commodities outbound are newspapers, magazines, and periodicals; personal effects; and machinery and electrical products. But, Curt Haxthausen, cargo traffic superintendent, states, their respective order is not similar. Where printed matter occupies first position with respect to weight, it is the second-best revenue producer. Personal effects, second in weight, are third in revenue; and machinery and electrical products, third in weight, lead them all in earnings.

Inbound, personal effects, wearing apparel, and floral and nursery stock, in that order, provide the most volume. Personal effects also rate as the best revenue producer, with live animals and wearing apparel following.

Statistics turned over to me by Haxthausen indicate that while 54% of the volume handled by Pan Am at San Francisco flies across the Pacific, the long haul lifts the ratio of cargo revenue to 87% of whole. The balance of traffic is between San Francisco and Alaska.

Twenty-seven percent of the revenue produced on the run to Alaska are from consolidated shipments. Consolidations account for only 6% of the Pacific revenue.

Haxthausen is a deep-dyed cargo



R. Maxwell and C. Haxthausen (right).

man. He's had nearly two decades of it with Pan Am. Starting at Alameda, he shifted to Treasure Island when the airline moved there in 1939. During the war he continued expediting Clipper Cargo in the South Pacific area as a member of the Navy Reserve for the Naval Air Transport Service. He was made cargo supervisor in 1941, moving up to his present post six years later.

Haxthausen and Robert F. Maxwell, assistant station traffic manager, give me a Cook's tour of the Clipper Cargo facility. Maxwell started at this station 14 years ago. During the war the airline assigned him to the South Pacific, and once the job was done he returned to his former stamping grounds. He is one of the founders of the Air Cargo Association which includes as members airline cargo representatives, forwarders, IATA cargo agents, and cartage agents.

Pan Am's cargo shed measures some 5,000 square feet. The present cargo building, I am told, has been outgrown by its occupants. The city is planning an addition to the building. When this comes into being, Pan Am would increase its present area 7,500 square feet by 1960, and to 12,500 square feet by 1965.

An unusual arrangement of office space in the cargo shed makes intelligent use of available area and facilities. Twenty-one persons are assigned to cargo traffic.

Equipment

All freight is palletized. A fair amount of materials-handling equipment dots the area. Shipments of up to a half-ton are weighed here; heavier shipments are weighed on a sturdier scale in the hangar. There are flat-bed cars made to accommodate loaded three-walled pallets specially designed by Pan Am. Each of these pallets bears spaced measurements which give an approximation of the cube of the shipments thereon.

I am attracted to a rack carrying a rather large number of cards. Each card represents a different shipper. Since shippers for one reason or another rarely work alike, specific instructions and/or warnings are re-

corded on the cards.

"Insurance," Maxwell remarks succinctly.

The cargo shed is never closed. As far as Pan Am is concerned, Customs clearance can be obtained seven days a week, between the hours of 6 a.m. and midnight. Overtime is paid after 5 p.m. and all day Sunday.

Air Express International, Airborne Freight Corp., and Emery Freight Corp. maintain quarters in the cargo building. AEI handles Pan Am's customs work and repacking jobs.

Game birds are moving to Honolulu in large quantities, Maxwell says. They are shipped by rail from Tennessee and adjoining areas. Two forwarding firms, Global Air Cargo and Air Expediting Co., generate much of this traffic.

"We had to do a terrific educational job on the backwoods shippers before the forwarders came into the picture," Maxwell says. "We kept after them constantly until we got them to switch from shipping the birds in cartons to specially designed crates."

Food Consolidations

Haxthausen reveals that consolidated shipments of foodstuffs represent the biggest item flown to Fairbanks, Alaska. The average weight of shipments to that city is 264 pounds, one of the highest in the world.

"What would such a shipment consist of?" I ask.

"Oh, practically any article of food," Haxthausen replies offhandedly. "A single shipment might include lettuce, celery, bananas, potatoes, potato chips, meat, milk, eggs, fruit, ice cream—as I said, practically anything."

I pause to examine two cases of electric generator parts. One measures 135" x 43" x 93", and weighs 2,576 pounds; the other measures 120" x 20" x 21", weighing 487 pounds. Both cases originated in London and are destined to Hong Kong.

"Good freight, good revenue," I remark.

"It's only the beginning," Maxwell says. "More of the same are on the way."

"We won't complain," Haxthausen interjects with a smile, "as long as this kind of freight keeps coming." • • •

LETTERS

(Continued from Page 12)

J. Dan Brock
Vice President-Traffic
TACA International Airlines
Kenner, Louisiana

We of TACA International Airlines extend our heartiest congratulations to the world's first air cargo magazine, *Air Transportation*, on their 15th anniversary of serving that portion of the

public which is interested in air cargo. *Air Transportation* has been a contributing factor in the growth of air cargo and has served those engaged in shipping and handling domestic air freight, air express, and air parcel post. In our contacts with those people in the industry and with the shipping public, we find more and more interest and use of *Air Transportation*. Congratulations on a job well done and very best wishes for the future growth of your excellent and helpful publication.

* * *

Charles L. Gallo

*President
Air Express International Corporation
New York, New York*

Congratulations on your 15th anniversary. I did not realize that so much time had passed so quickly for an outstanding champion of our industry.

The names of John F. Budd and Dick Malkin are synonymous with anything that affects the development and future of the air cargo industry, and particularly the air freight forwarder.

May you enjoy 10 times more 15 years of prosperous growth.

* * *

W. O. Greenway

*Cargo Sales Officer—USA
British Overseas Airways Corporation
New York, N. Y.*

We are pleased to offer our congratulations to *Air Transportation* on the occasion of your 15th birthday. BOAC was in wartime livery and our cargoes were restricted to military use when your first issue was published. Today we have arrived in the era of turboprop propulsion with the Bristol *Britannia* flying our African, Australian and Far East Routes. The ultimate in piston-engined aircraft—Douglas DC-7C—spans the once feared Atlantic many times daily. It is fitting that we note *Air Transportation's* participation in the development of our growing air cargo industry from its inception to the wide degree of acceptance known today. Your magazine has kept pace with all developments and faithfully recorded our industry's progress. As we rapidly approach the Jet Era we look forward to your even greater achievements in the next decade.

* * *

Charles L. Hood

*Vice President—Traffic and Sales
Riddle Airlines
Miami, Florida*

Heartiest congratulations to you, John, and to Dick Malkin on the 15th anniversary of *Air Transportation*. I know that it is a satisfaction to you to realize—as the world's first publication dedicated solely to the

subject of shipping by air—that your faith and vision in the development of air cargo back in October, 1942, has today become an international reality.

This, also, is an important anniversary year for Riddle Airlines—our 10th—and we realize, as you do, that air cargo is only on the threshold of its future potentialities. Certainly, this is an opportune time to thank you and your staff for your loyal support and contribution you have made to the rapid growth of the industry. Congratulations again, and best wishes for your continued success.

* * *

Donald A. Huff

*Manager of Cargo Sales
Pan-American-Grace Airways
New York, New York*

Heartiest congratulations to you and the editors of *Air Transportation* on your 15th anniversary. As the first magazine to be devoted exclusively to air cargo you have filled a great need to make the business community increasingly aware of the advantages of transporting freight by air and the news of the industry. Best wishes for your continued success.

* * *

Dr. Edwin P. Jaeger

*General Manager, Cargo and Mail Division
Swissair
Zurich, Switzerland*

On behalf of Swissair, I would like to take this opportunity to congratulate your magazine, *Air Transportation*, on its 15th anniversary. I find that *Air Transportation*, and its executive editor, Mr. R. Malkin, in particular, have done a wonderful job in educating business people to the idea of using air carriers for their freight movement. My entire staff is always looking forward to the latest issue of *Air Transportation*, which in itself is a true compliment. Again sincere congratulations on your fine magazine.

Emery F. Johnson

*President
Air Cargo, Inc.
Washington, D. C.*

There is today no transportation service which is experiencing such a rapid growth and usefulness as the air freight industry. Steadily climbing ton-mile figures and more and more services being offered, both for the ground and air phases of the air freight business, are indicative of this dynamic growth—up some 1,000% in the past 10 years.

We here at Air Cargo, Inc., who are so close to the airline and cartage operators who combine the wings and

**LUFTHANSA
THE NAME
THAT SPELS
EFFICIENCY**

- Lufthansa believes in service to shippers.
- You can depend on Lufthansa for speed and efficiency.
- Services to the Near and Middle East. Daily to Europe.
- Pick-up service available.

MOST IMPORTANT!
Get more information
from your forwarder
or nearest
**LUFTHANSA
OFFICE**

LUFTHANSA

**Air Cargo Division, 132 Front Street
555 Fifth Avenue, New York • MU 2-9100
OFFICES IN ALL PRINCIPAL CITIES**

**The Only All-Cargo Airline From and To the Deep South
Daily Service—Lowest Rates**

NEW YORK • ATLANTA • NEW ORLEANS

**With Reserved Space Connections, Through Airbills and Rates To
EUROPE • MEXICO • CENTRAL & SOUTH AMERICA**

Single Pieces Handled up to 11,000 Lbs.

**Ask Us About Our Charter Service
Anywhere! Anytime!**

★ AAXICO AIRLINES ★

CALL

**N. Y. Int'l Airport
OLympia 6-5965**

**Atlanta Munic. Airport
POplar 6-8356**

**(New Orleans)
Moisant Airport
KEinner 71-1466**

A CERTIFICATED SCHEDULED ALL-CARGO AIRLINE

wheels to make possible the vast air freight operation, are well aware of the need for such a magazine as *Air Transportation*. And we know the work it is doing to cover the field of shipping property by air. It is by coincidence that our organization and yours came into being about the same time—15 years ago—and both, in their individual efforts, have been dedicated to the betterment of the nation's shipping practices.

Certainly the job your magazine has done in the past and is doing today has contributed much to the education of the shipping public, bringing about an awareness of the progress and growth of air cargo. Moreover, we believe *Air Transportation* has been a vital source of information for shipper and operator, helping to spotlight the problems and views of each in order to make the uphill climb easier. Congratulations on your 15th anniversary. The record speaks for itself.

* * *

Joseph James
Cargo Sales Manager—USA
Sabena Belgian World Airlines
New York, New York

Hearty congratulations on the magazine's 15th anniversary and for a job well done in the air transportation field. Apart from information, I find that you have also acted as a good

salesman for air freight by enlightening the various interested parties as to the advantages of this service.

* * *

Hugh Johnston
Director of Cargo Sales
Trans-Canada Air Lines
Montreal, Canada

We in Trans-Canada Air Lines have enjoyed very much each and every issue of *Air Transportation Magazine* and the very worthwhile information contained therein, and we wish you continued success.

* * *

Yoshito Kojima
Vice President
Japan Air Lines
San Francisco, California

The contribution of *Air Transportation* to the incredibly rapid growth of the air cargo business is immeasurable. In what is now its fourth year of international service, Japan Air Lines' air cargo business has seen a twelvefold increase, and it is with true appreciation that we salute *Air Transportation* for its important part in spreading the good word about the advantages of shipping by air. We congratulate *Air Transportation* on its 15th anniversary, and salute the men who pioneered the world's first air cargo magazine.

W. D. Koster
Cargo Sales Manager
British Overseas Airways Corporation
London, England

I did not realize that *Air Transportation* was celebrating its 15th anniversary. *Air Transportation* has become so much a part of the office furniture that we feel it has been always with us. We always welcome receipt of your magazine here for the information on events and personalities on the other side, and it really does perform a useful function in keeping us up to date with transportation matters.

We, in BOAC, congratulate you on a splendid publication, in the sure knowledge that, as the industry grows, so *Air Transportation* will spread its wings even further.

* * *

Alvin E. Levenson
Cargo Manager—USA
KLM Royal Dutch Airlines
New York, New York

On behalf of KLM Royal Dutch Airlines I wish to extend our thanks to *Air Transportation* for its considerable contribution towards shipping industries' increased recognition of air freight and its intrinsic value of speed. As we most certainly witness a revolutionary increase in volume of international air freight far above industry expectations, we wish a multifold growth to *Air Transportation* and the best of success to its staff.

A Few Words About A Birthday

(Continued from Page 13)

ing as it still may be to some, is exactly what the rail and ocean carriers have been doing for ages. (It seems like only yesterday when we were called a "wild visionary" for making the same prediction.)

We have observed the growth of the air freight forwarder and cargo sales agent; the swelling fleets of airfreighters; the development of special products for the safe shipment of airborne goods and of equipment for their rapid handling; the aroused interest in shipping-by-air evidenced at traffic clubs and trade associations; the increased emphasis on it by the Air Transport Association and the International Air Transport Association; and a blossoming awareness that our military strength and national security are inextricably tied up with the most rapid means of transporting matériel—air freight, of course.

And during our 15 years, we have lived through three terrific lessons in the latter: the successful conclusions of World War II, the Berlin Airlift, and the Korean Airlift.

The future? Now that commercial air cargo is here we have no specific predictions except that for years to come more and more shippers will turn to air distribution, more and more commodities will sprout wings, tonnages and ton-miles will continue mounting, and eventually this whole brand new means of transportation will become a norm.

Air Transportation shall keep slugging toward that day. It shall continue to report the news and interpret the trends with impartiality, educate the shipper, and, above all, maintain its recognized high level of integrity. If time has made it that *Air Transportation* no longer can call itself "the world's first and only air cargo magazine"—a testimonial to our successful pioneering, we like to believe it will never lose its present slogan, The World's First Air Cargo Magazine.

John T. Budd

Willis G. Lipscomb
Vice President—Sales and Traffic
Pan American World Airways
New York, New York

Air Transportation has consistently served the shipper and agent in presenting new concepts of how to get goods—large and small—across the oceans more swiftly and efficiently. In this way, it has not only contributed to the economy of this country, but to that of our friends throughout the world.

Your 15th anniversary arrives in the same month that Pan American celebrates its 30th anniversary. As the largest carrier of overseas air cargo, we salute you.

* * *

R. L. Mangold
Manager of Cargo Sales
United Air Lines
Chicago, Illinois

Air Transportation is to be congratulated on its 15th anniversary. Your staff has done an outstanding job of keeping pace and, for that matter, sometimes ahead of ever-changing air freight developments, which has enabled your important readership to accept your publication as an air freight authority. There is no question that the information contained in your publication has contributed greatly to the rapid growth of this newest phase of air transportation. We wish you every success for your future years.

* * *

J. D. McPherson
President
Airborne Freight Corporation
San Francisco, California

At Airborne, we have subscribed to *Air Transportation Magazine* for all of our branch offices. We feel it offers the best medium for keeping in touch with all developments of the air freight industry. We are particularly impressed with the thorough and analytical approach by the editors of *Air Transportation*. Because of this, shippers have received unusual insight into a complicated, new and expanding industry. We look forward to the next 15 years bringing the success *Air Transportation* rightly deserves, having gone through the first 15 years of pioneering.

* * *

F. R. Michiels
Air Cargo Manager
Sabena Belgian World Airlines
Brussels, Belgium

My sincere congratulations to *Air Transportation* for its 15th anniversary. As the world's first publication specialized in air cargo it has greatly contributed to the extension of shipping by air. It has brought to the world of international shippers a better knowl-

edge of the principal air carriers, their general policies, and their equipment.

* * *

John Muhlfeld
Vice President—Sales and Traffic
Slick Airways
Dallas, Texas

All through my years of close relationship with the shipping industry as a whole, beginning with the W. R. Grace Company, I have been aware of the significant contribution of the freight forwarders to the economy, stability, and growth of the transportation industry. In my present position with Slick Airways, we are continuing to promote and develop air cargo hand-in-hand with the modern air freight forwarder.

The field of air transportation needs the continued support and vision of men like Mr. John Budd who was the first to "see" a successful air freight industry back in the days when it took its first test hops. He was one of the first to see the strength, unity, and organization needed for the healthy growth of this industry which could be derived through close association of the air carrier with the forwarder.

Thanks for your assistance and direction. I wish you all success for the future.

* * *

Raymond A. Norden
President
Seaboard & Western Airlines
New York, New York

ON THE 15TH BIRTHDAY OF *AIR TRANSPORTATION* THE PEOPLE OF SEABOARD & WESTERN AIRLINES SEND CONGRATULATIONS AND BEST WISHES FOR MANY MANY MORE YEARS OF SUCCESS. THE FORWARD LOOKING ATTITUDE OF YOU AND YOUR STAFF HAS MEANT MUCH TO THE GROWTH OF THE AIR FREIGHT INDUSTRY THROUGHOUT THE WORLD WHILE ESTABLISHING YOUR PUBLICATION AS ONE OF THE LEADERS IN AVIATION JOURNALISM.

* * *

Arthur V. Norden
Executive Vice President
Seaboard & Western Airlines
New York, New York

THE 15TH MILESTONE IN THE PUBLICATION OF *AIR TRANSPORTATION* SHOULD BE A SOURCE OF TREMENDOUS SATISFACTION TO YOU AND YOUR STAFF. THE AIR FREIGHT INDUSTRY IN PARTICULAR AND AVIATION IN GENERAL OWE MUCH TO YOU AND YOUR ORGANIZATION FOR THE TREMENDOUS FOCUS PLACED ON OUR PARTICULAR FIELD OF ENDEAVOR. WE HOPE THAT YOU WILL BE ABLE TO CONTINUE

Cables:
"AIRSEA"

AIR-SEA FORWARDERS, Inc.

Registered by CAB • FMB No. 082
Authorized IATA Air Cargo Agents

406 S. Main St., Los Angeles 13, California
Phone: MADison 6-4361

AMERICAN SHIPPERS INC.

315 W. 36th St. & IDLEWILD AIRPORT
LO 5-2777 OL 6-5835

BARNETT INT'L FORWARDERS, INC.

543 W. 43rd St., N. Y. C. CI 5-6080

PETER A. BERNACKI, INC.

Authorized Air Cargo Agent
CAB-Registered Air Freight Forwarders

26 Broadway
New York 4, N.Y.
Phone: BO 9-6800

Cargo Building No. 80
N.Y. International Airport
Jamaica 30, N.Y. OL 6-5435

FLYING CARGO, INC.

CAB-Registered Air Freight Forwarder
Authorized IATA Air Cargo Agent

140 Cedar St., New York 6, N.Y.
Phone: BArlay 7-1710

HENSEL, BRUCKMANN & LORBACHER, INC.

Customs Brokers
Air Freight Consolidators to Europe

New York:
6 State St.
DI 4-2390

Idlewild Airport:
Bldg. No. 80
OL 6-5160

CABLE: VINTHOM OLYMPIA 6-5483
"Time is an element of profit"

V. T. MANCUSI

CUSTOMS BROKER • AIR FREIGHT FORWARDER
Cargo Service Building, No. 80
New York International Airport
Jamaica 30, L. I., New York

H. G. OLLENDORFF, INC.

CAB-Registered Air Freight Forwarders
Authorized IATA Air Cargo Agent

239-243 W. 68th St., New York 23, N. Y.
Phone: TRAtalgar 4-0156

J. D. Smith Inter-Ocean, Inc.

CAB-Registered Air Freight Forwarders
Authorized IATA Air Cargo Agent

53 Broadway
New York 6, N. Y.
BO 9-2330

Cargo Service Bldg.
Idlewild Airport
OL 6-5876

YOUR LEADERSHIP FOR MANY MORE YEARS.

* * *

T. R. Nolan
Director of Freight Sales
Northwest Orient Airlines
St. Paul, Minnesota

CONGRATULATIONS AND BEST WISHES ON THE 15TH ANNIVERSARY OF THE WORLD'S FIRST AIR CARGO MAGAZINE. YOUR FORESIGHT, FAITH AND CONFIDENCE IN THE AIR FREIGHT INDUSTRY IS DEEPLY APPRECIATED.

* * *

J. W. Pactow
Cargo Manager for North America
Lufthansa German Airlines
New York, New York

The 15 years since the inception of *Air Transportation* parallel the history of air shipping as the most advanced medium of transportation in our time.

Air Transportation therefore can be truly considered as a veteran of the industry. By its faithful reporting of the progress of the industry and its enlightening treatment of the problems invariably associated with development, *Air Transportation* has become an invaluable source of information for everybody connected with air shipping.

Lufthansa regards *Air Transportation* as a highly-appreciated friend to whom we wish many years of further progress and prosperity.

* * *

Anker Palvig
Cargo Manager—USA
Scandinavian Airlines System
New York, New York

We at SAS wish to congratulate *Air Transportation* on its 15th anniversary. I personally have always been an ardent reader of *Air Transportation*, and I have greatly appreciated and benefited from the concise and yet broad-in-scope articles and editorials which have appeared in this magazine during the past years.

Again congratulations, and may your faith and devotion to this revolutionary and still new concept of transportation called air freight never cease to exist.

* * *

U. E. Parodi
General Manager
Ransa Airlines
Miami, Florida

May we congratulate you, and your entire organization, on the forthcoming 15th anniversary to be celebrated by *Air Transportation* in October. It is our sincerest wish that this publication will continue in effect for many long years, and continue giving the excellent reporting and service that it has in the past.

In my humble opinion, it is a magazine worthy of its name and dedicated

to the air express and air freight industry. The many interesting articles and photographs which have appeared have been one of the best salesmen the air freight industry has had without prejudice as to the size or the nationality of the carriers involved.

* * *

John Pogue
Manager of Cargo
Delta Air Lines
Atlanta, Georgia

Congratulations on *Air Transportation's* 15th anniversary. For many years I have read and enjoyed *Air Transportation*, and have on many occasions found it necessary to refer to it for additional air cargo information. You have done the air cargo industry and our shippers a great service by bringing the problems of shipper and carrier more clearly into focus. We share your faith in the future of this great industry and wish *Air Transportation* a continued long and successful life.

* * *

L. J. Priester
Manager—Cargo Sales
Braniff International Airways
Dallas, Texas

First I offer my congratulations to *Air Transportation* on their 15th anniversary. The bright future of air freight today is a fine testimonial to the farsightedness of your staff. We at Braniff are appreciative of the excellent material that you have published in the past on the subject of shipping by air, and we look forward to your continued contributions to the development of air cargo.

* * *

Delos W. Rentzel
President and General Manager
Slick Airways
Dallas, Texas

We at Slick Airways offer our heartiest congratulations to *Air Transportation* on the occasion of its 15th anniversary. We have seen *Air Transportation*, the world's first air cargo magazine, become the voice of commercial air cargo since its birth and its champion for promotion, development, and growth.

Beyond any doubt the continuous growth of the industry is directly related to your efforts to give it a "place in the sun." Although this growth has been thousandfold since that early era, even more spectacular progress will be made possible with the advent of the new, greatly improved aircraft already on the horizon—the Lockheed C-130B, the Douglas DC-7D, and the Boeing 737. Thank you all for your aid.

John Paul Riddle
President
Riddle Airlines
Miami, Florida

I want to take this opportunity of congratulating *Air Transportation* on its 15th anniversary. Your 15 years has seen the air cargo industry from a toddling infant grow to a sturdy 15-year-old. However, the last 15 years in air cargo history is only a forerunner of the terrific potentialities of the business.

You in *Air Transportation* have had a lot to do with this development, and I'm sure you will continue being a tremendous factor during the next decade-and-a-half. Again, we congratulate you and are happy to have people like you devoted to bringing us news, information, etc. on air cargo.

* * *

S. E. Russ
Director—Cargo Sales
Trans World Airlines
New York, New York

During the past 15 years, *Air Transportation* has been a keystone in the editorial field dedicated to air cargo. As a result of its exclusive approach to air cargo, it has been a source of information and education to both shippers and airline people interested in air cargo transportation. Congratulations on your 15th anniversary!

* * *

Robert Seitel
President
Air Freight Forwarders Association
New York, New York

Fifteen years of continuing service publishing *Air Transportation* and continuing service to the air freight industry is certainly a remarkable achievement. Indeed it shows that you have consistently been confident that air transportation of property would eventually become a great industry. During the years you have shown a clear insight into air carrier as well as freight forwarder problems and have done much to realistically adjudge and evaluate these problems. On behalf of the Air Freight Forwarders Association we sincerely hope that the next 15 years will show an appreciable upsurge in the successful achievement of *Air Transportation Magazine*, and may we continue to strive to effect and achieve a sound and prosperous industry.

* * *

Werner Seiler
U. S. Cargo Traffic and Sales Manager
Swissair
New York, New York

Please accept the sincere congratulations of everyone at Swissair on this, the 15th anniversary of your fine magazine, *Air Transportation*.

Since the publication of your first issue in 1942, air cargo has assumed an increasingly important role in the world of commerce and transportation. Businessmen and shippers nowadays realize the advantages and economies of moving goods by air. But it was not always so, as you well know. Over the years, *Air Transportation* has done a tremendous pioneering job in educating business executives to the new and progressive idea of using the airlines for their freight movements. Your publication has also been of inestimable value to all of us in the air carrier field by keeping us informed of current trends and developments in this fast-moving, ever-changing business.

On behalf of Swissair, I congratulate *Air Transportation* for its achievements over the past 15 years and wish your publication continued success in the future.

* * *

José M. Solé
Cargo Traffic Manager
Iberia Airlines of Spain
New York, New York

May I take this opportunity on behalf of Iberia Airlines of Spain to congratulate you on this, your 15th anniversary of publication.

I have been a constant reader of *Air Transportation* since 1954, at which time Iberia Airlines of Spain inaugurated its first transatlantic flight to the United States. Since that time we have stepped up our schedule to four flights weekly, including a flight direct to London. I have always found your publication exceptionally informative re-

garding the air cargo industry, particularly on current events and the latest developments in the field of air transportation, enabling me, as well as my cargo staff, to keep abreast of all your newsworthy items. Again, my congratulations and best wishes for your continued success.

* * *

O. F. Stern
Vice President—Sales
Aaxico Airlines
New York, New York

Aaxico Airlines salutes *Air Transportation* on its 15th birthday. May we extend our best wishes and hope that in the years to come you will continue to prosper and continue your fine service to the industry.

* * *

William E. Taylor
Director of Cargo Sales
Northeast Airlines
Boston, Massachusetts

Air Transportation should be proud of the fine publication offered the shipping public these 15 years and wish you success in continued publication.

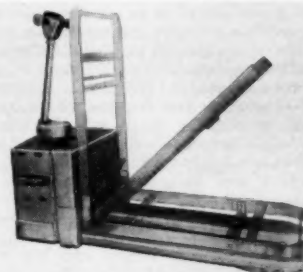
* * *

Charles F. Willis, Jr.
President
Alaska Airlines
New York, New York

Congratulations to a fine publication on its 15th anniversary. During these years it has made a valuable contribution toward keeping the lines of communication open between all phases of air transportation. May it continue to expand and prosper. We need it in the field.

model of Raymond's rider-type low lift pallet truck. The changes incorporated in the 4000-pound capacity unit include redesigned reach rods beneath the elevating forks, specially tapered fork tip for easy pallet entry, and additional grease fittings for fast and easy maintenance of all lever assemblies. Features of the earlier model which allow the truck to right angle stack 48" pallets from a six-foot wide aisle have been retained. The truck has three travel speeds in forward and reverse with a maximum of 4½ miles per hour.

In another development, Raymond has designed a skid adapter for its 24 volt electric Walkie truck, allowing it to handle both skids and pallets with loads up to 4,000 pounds. The steel frame of the adapter is locked in an upright position



when the truck is moving pallets. To handle skids the operator releases the lock, letting the skid adapter swing down into position over the forks. The adapters can be furnished to handle skids of any standard underclearance and have the same dimensions as the forks which are offered in 24", 27", and 30" widths and 30" to 60" lengths. The Raymond Corporation, 278-153 Madison Ave., Greene, New York.

The new Barrett HJ Hydraulic Hand Lift Truck is said by its manufacturers to have been "designed to set a new standard

WHAT'S NEW IN EQUIPMENT

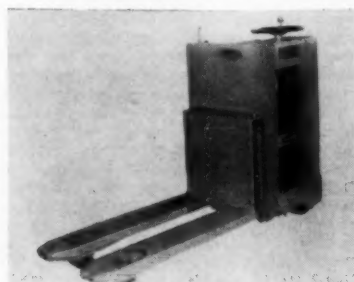
(Continued from Page 23)

A special load stabilizer attachment has been designed by engineers of The Raymond Corporation for use on its narrow aisle platform trucks to permit speedy and safe lateral movement of tall unstable loads. The stabilizer frame is made of tubular steel. A flat pressure plate which contacts the top of a load is rubber faced



and is supported by a spring arrangement at each corner. Loads of any height can be handled with this attachment. The platform of the truck elevates a load until the top of the load touches the pressure plate. A limit switch automatically shuts off the lift pump when enough pressure is exerted against the plate to hold the load securely. The switch also eliminates the danger of damaging goods by squeezing a load too tightly. The stabilizer can be installed on any Raymond narrow aisle straddle truck or platform truck. It can be easily removed when the truck is to be used for normal stacking operations.

Also announced is a new improved



SPENCER-KLIXON

SPENCER-KLIXON is distributed by PEERLESS. SPENCER-KLIXON circuit breakers are precision calibrated for accurate operation. They are weatherproof and withstand shock and vibration far in excess of normal specifications. SPENCER-KLIXON is one of dozens of famous manufacturers who select PEERLESS as their Distributor.

PEERLESS is one of America's leading Aviation Electronics Distributors. Orders are shipped on time from PEERLESS' own warehouse. PEERLESS' tremendous growth, with the Aviation industry, is your assurance of excellent service, low price, complete reliability. Write on your letterhead for FREE 1957 Edition of PEERLESS' valuable 1400 page ELECTRONICS BUYER'S GUIDE.

PEERLESS RADIO
DIST. INC.
92-32 MERRICK RD., JAMAICA 33, N.Y. Republic 9-8000

WANTED

Sales Representative: For Aircraft Parts Co. AN & MS Hardware and Fittings; also complete line of other classes of aircraft parts. Must have experience and contacts. Submit complete sales background by phone or letter.

COLLINS ENGINEERING CORPORATION
9050 Washington Blvd., Culver City, Calif.
Attn.: Joe Collins



for easy lifting among lift trucks in the popular price class." Purpose of the truck is getting more work done per shift by giving workers equipment that makes work easier. The HJ is equipped with a compact hydraulic lift system, designed expressly for it and placed in an out-of-way location. It requires only six strokes of the handle to raise a capacity load of 2,500 pounds to the truck's full lifting height of 3'. The companion model (HR) has a capacity of 4,000 pounds, and requires 10 strokes to raise a capacity load. A large effective hydraulic area holds the operator's handle effort to a minimum for lifting heavy loads, Barrett said. Both trucks are available in narrow and wide types, and with a wide range of platform lengths. It was pointed out that these new lift trucks are ruggedly built for rigorous service and low maintenance, so designed that normal wear is confined to the smaller, less expensive parts. Barrett-Cravens Co., 628 Dundee Road, Northbrook, Ill.

A compact, battery-powered tractor that can be used for both pulling and pushing operations in confined areas has been added to the Powrworker line of hand trucks produced by the Industrial Truck Division of Clark Equipment Company.

The machine has a normal draw bar pull of 200 pounds and a breakaway rating of 700 pounds. It has two speeds in both forward and reverse and will travel 2 mph fully loaded and 3.2 mph empty. Fingertip control levers are placed on the steering handle. Although the tractor is designed as a "walkie" type, the operator can sit on the front cover for long runs.

Two models of different lengths are available. The PT-S, for single row battery, is 39 1/4 inches long, less coupler. The PT-D, for double row battery, is 44 1/2 inches long, less coupler. Overall width of both models is 32 inches. Weight, without battery, is 1,150 pounds. A 12 volt system powers a high torque series wound motor. Power from the motor is transmitted through a 22-to-1 double reduction of spur gears to the drive wheel axle. Various types of couplers are available optionally. Powrworker Division, Clark Equipment Company, Battle Creek, Michigan.

The new model Hustler PUG is furnished in 1000-, 2000-, and 3000-pound capacities and has been completely re-engineered, the manufacturer states, to provide a smaller, more versatile and more maneuverable lift truck at a cost which will permit many potential users to own one. Measuring only 60" in total length, the PUG is claimed to be one of the most maneuverable trucks of its capacity in the industry. It possesses a minimum turning radius of 52", which makes it particularly suitable where floor space is at a premium. For example, it has been demonstrated that for stacking operations, this new model fork lift truck requires approximately 25% less aisle space than with conventional equipment. Operating features include four forward speeds up to six mph plus reverse, all with automatic governor

control. A dead-man brake is incorporated on the mechanical braking system, and auxiliary electrical braking is available to the operator. Lift controls, as well as directional controls, are located on the steering column, just beneath the wheel. The PUG is powered by 24 volt lead-acid batteries, housed in removable trays, located underneath the operator seat. The batteries are capable of full shift operation between charges.

A unique engineering innovation is the unitized assembly of the power and drive unit which can be "dropped out" by removal of only six bolts. This entire unit can be replaced with a new factory unit within minutes. The total "unitized" assembly consists of front wheels, axle, differential, gear reducer, motor and brake assembly. All drive components are close-



coupled into one compact package for maximum drive transmission efficiency, and load is supported on bearings mounted on the axle housing, to eliminate stress on the axle itself. In addition, normal maintenance items, including "unitized" hydraulic system, are all located just beneath the hinged metal floor board, for quick and easy accessibility.

The Hustler PUG is normally furnished with adjustable pallet fork, with tilt range from 10° rear to 3° forward. Mast height can be furnished from a minimum of 60" to a maximum as requested. Special attachments for the PUG include hydraulic side-shifting fork, boom crane, fork extension, overhead guard, etc. The Hustler Corporation, Church & Elm Street Plant, 17889 Elm Road, Willoughby, Ohio.

A spring-loaded overhead guard which permits quick access to the engine is introduced by Clark Equipment Company's Industrial Truck Division for its Clarklift line of fork trucks. Rear support of the guard is a spring-loaded strut that swings up and out of the way, providing room for the hood to be tilted back during engine maintenance. Easy removal of the Clarklift hook-type counterweight also is provided. Front supports are bolted to the fork truck chassis. Low overall height permits clearance through a standard seven-foot door opening, yet retains generous headroom. Framework of the guard is of steel tubing, combining high impact and bending strength with low weight. Protection against small falling objects is provided by an expanded metal skin that does not restrict visibility of the operator. The guard is slightly narrower than the fork truck to prevent damage to it when working in areas of little clearance. It is available in two models to fit both gasoline and LPG Clarklifts in all size ranges from 2,000-

through 5,000-pound capacity. Industrial Truck Division, Clark Equipment Company, Battle Creek, Mich.

Yale Materials Handling Division, The Yale & Towne Manufacturing Company, has announced the completion of the world's heaviest capacity industrial lift truck, a high-lift diesel electric platform model capable of handling loads up to 200,000 pound loads. It is designed to handle huge dies. Designed and built in the Division's main manufacturing plant, the new truck surpasses by 40,000 pounds in capacity any lift truck formerly produced by Yale. Total weight is 77,000 pounds; the truck is 21 feet 4 inches long. Its die carrying platform measures 13 feet x 8 feet. The truck is designed to provide 2 feet 4 inches of lift hydraulically. Yale Materials Handling Division, 11,000 Roosevelt Blvd., Philadelphia 15, Pa.

PACKING

Numerous new structural features are reported for Titan's improved expendable Lift Pack. The manufacturer points out that "the container's expendability avoids return costs, capital tie-up, control, and many other maintenance losses." This self-palletized container eliminates the need for separate pallets, streamlines loading and unloads by means of vacuum, tipping bin, or bayonet in bottom. Internally-braced, complete with lid, it is indeed sturdy—up to one ton capacity, if desired—and is reported to be ideal for simplified storage, handling, and shipping of bulk and granular products. Clean surfaces throughout the pack insure safe, sanitary shipment of chemicals, powders, etc., and



liners may be used for hygroscopic or highly purified products, it is claimed. The new lift pack is designed for maximum efficiency in the use of warehousing or shipping space. Its square shape will store compactly. The reinforced walls are said to give complete protection against product crushing, "yet the extreme light weight makes the lift pack invaluable for meeting minimum freight rate requirements, thus slashing shipping expenditures." Because it may be safely closed by low-cost strapping, stapling or taping, the Lift Pack saves shipping time and money. It comes knocked down for easy storage and sets up in 1 1/2 minutes. The height may be varied according to product weight-density and total load desired. Both lid and sides may be brand-imprinted. Titan Pallet Co., 342 Madison Ave., New York, N. Y.

The new Model WN-114 air-powered Stretcher easily tensions 1 1/4" heavy duty steel strapping. Signode Steel Strapping Company claims. This light-weight tool is

designed to let air power do the hard work of tensioning strapping on crates, skids, coil stock and freight car bracing. It speeds strapping operations by doing away with slow tensioning by hand. The Model WN-114 Stretcher quickly provides up to 3,900 pounds of predetermined tension and virtually eliminates operator fatigue which sometimes causes improper strapping, it was reported. The air pressure may easily be set to give just the right amount of tension for any strapping operation. Special features of the tool include a handy cutter attachment that quickly cuts off excess steel strapping and a rolling gripper, designed for long service, that makes it easy to disengage the strapping. **Signode Steel Strapping Co., 2600 N. Western Ave., Chicago 47, Ill.**

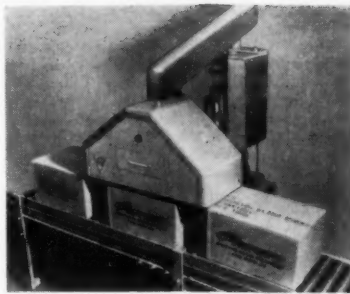
A new compact, light-weight vibration tester, called the Space-Saver, has been specifically designed for pretesting possible shipping damage to such products as fluorescent fixtures, radios, TV sets, furniture, bulky parcel post packages, small pallet loads and similar items. The new model 400-V occupies only 4½' x 6½' floor space, but is fully equipped to test packages weighing up to 400 pounds. In operation, it duplicates the punishing



motions encountered in actual shipment, pointing out potential weaknesses in package or product. This enables manufacturers to correct such weak points before actual shipping damage occurs.

The structural steel base of the Model 400-V, rigidly braced and welded, carries a 42" x 42" table of 2" thick hard maple. Both table and front and rear drive shafts are mounted on heavy ball-bearing, self-aligning pillow blocks. Vibration or table "throw" is controlled by eccentrics on the drive shafts, which are power-driven by roller chain in proper relationship. Power is transmitted through a Vari-Speed drive assembly by wide V-belt and silent-running Gilmer timing belt, with vibration frequency accurately controlled by hand wheel. The tester comes equipped with safety guards, adjustable back fence, synchronous timer, and 1-h.p. ball-bearing motor with all necessary controls. **Gaynes Engineering Co., 1642-52 W. Fulton St., Chicago 12, Illinois.**

The Mark V Volu-Mark, called by its manufacturer "a revolutionary marking unit," permits automatic assembly-line



marking of various size packages without operators or line stops for size adjustment. In operation, the Ideal Mark V reportedly adjusts itself for carton heights up to 21" and for lengths from 8" to 36". The Mark V Volu-Mark counts the number of units marked, positions each carton for marking, marks firmly without damaging fragile contents, and can be set to shut itself off after a predetermined number of units have been marked. The manufacturer stated that a firm can use the Mark V to replace from one to four men normally employed in addressing or content marking operations. It can be regulated to the speed of any packaging or sealing equipment to mark up to 30 units per minute. It will imprint various size letter stencil, machine, or hand cut trademark designs. A safety bar and panic switch insure immediate stop or quick reverse. **Ideal Stencil Machine Company, Belleville, Illinois.**

MISCELLANEOUS EQUIPMENT

An addition to its line of storage files, designed especially for filing and storing shipping department business forms, is announced by the Bankers Box Co. The Staxonsteel Freight Bill File has inside dimensions of 9" wide, 7" high, and 24" deep to handle freight bills, bills of lading, REA forms, and the other standard forms used by the transportation industry. Constructed of high-test corrugated fibreboard, its steel framework carries the entire weight load at four equal points, permitting the files to be stacked to any height. Easy-action drawers will not stick, even when fully loaded. Interlocking units bolt together side by side for extra rigidity. **Bankers Box Company, 2607 North 25th Ave., Franklin Park, Ill.**

Odor-laden shipping rooms have been instantly cleared of their objectionable smells by Ozium, a new type of air freshener, the manufacturer reports. It is particularly effective in smoke-filled rooms. Put up in tube-sized containers, each unit can dispense 500 sprays. It is reported that "the very fine mist-like spray ensures that Ozium will remain in the air and continue to kill odors and remove smoke for a long period of time. **Woodlets, Inc., 2048 Niagara St., Buffalo 7, New York.**

HANDLING & PACKAGING

Between April 10 and July 9 of this year, 15 depots of the Air Material Command succeeded in reducing 138,676 cubic feet and 1,214,063 pounds—the result of a new program to slash cube and tare in packaging for air shipment. Brigadier General E. B. Cassady, director of transportation and services, stated that the reductions

have resulted in considerable savings for the Air Force, making that much more space and weight available in airlift. In preplanning and loading, maximum consolidation is made through the use of lightweight containers, by grouping parcel-type shipments in canvas pouches, and by stripping heavy engines of their steel containers, forwarding them on lightweight, mobile dollies.

The Society of Industrial Packaging and Materials Handling Engineers is offering a Competition Manual for contestants to enter its 1957 National Champion-

ship Industrial Packaging and Materials Handling Competition to be held October 28-31 in Convention Hall, Atlantic City, New Jersey. The booklets contain revised rules and regulations, entry forms, and tips on how to submit entries. A total of \$2,100 in cash prizes is offered. Write: **SIPMHE Championship Competition, Suite 611, 111 W. Jackson Boulevard, Chicago 4, Illinois.**

An Industrial Adhesives Department has been formed by Permacel Tape Corporation, New Brunswick, New Jersey. Director of the new department is John O. Green, assistant secretary of the company and a member of the board of directors. He is also a vice president of LePage's, a Permacel subsidiary. The new department will market both Permacel and LePage's products.

An intensive training course covering the complete overhaul and repair of various types of Baker industrial trucks and the Traveler is being given civilian employees from major USAF operating and storage bases, at The Baker-Raulang Company, Cleveland.

The 7th Western Packaging and Materials Handling Exposition will be held on August 11-13, 1958. It will take place in San Francisco.

The Yale & Towne Manufacturing Company has announced the establishment in San Leandro, California of the first of three major regional Yale industrial lift truck replacement part depots.

FORWARDERS

London, the division now has a total of 22 offices abroad.

The forwarder recently played the role of warehouse for the Ford Motor Company. Eleven Emery offices in different parts of the United States were selected as repositories for Edsel promotion kits for dealers. Working against a tight schedule, Ford district managers relied on calling the nearest Emery office for immediate delivery of the material via its Consolidated Air Parcel Service.

The Biennial Congress of FIATA will be held in Amsterdam from October 7 through October 11.

U. S. Airlines

FACTS & FIGURES

Braniff: Directors last month declared a dividend of 15¢ per share payable September 12 to stockholders of record September 6, 1957. Net income at July 31 was reported to be "only 10% behind the same 1956 period compared with 17% behind at June 30 and 37% behind at March 31."

Continental: Freight revenue reached a new high of \$227,325 for the first half this year—20% above last year's first-half revenue. Express revenues dropped 11% to \$64,159.

Pan American: Air cargo flown

throughout Latin America during the first seven months of 1957 showed a 17% gain, rising from 28 million pounds to 33 million pounds. Latin American cargo at New York rose from 6,456,990 pounds to 8,553,504 pounds, representing a 25% increase; and at Miami it went up from 17,807,472 pounds to 20,632,699 pounds, a 16% gain.

TWA: A six-month loss of \$1,114,000 on total revenues of \$119,524,000 is reported. The same half last year showed a loss of \$1,700,000 on sales of \$112,110,000.

Trans-Texas: Setting a new mark 16.36% over the first half of 1956, the local service carrier reported an air freight volume of 1,124,806 pounds in January-June, 1957.

Foreign Airlines

BEA: During the month of June, freight ton-miles increased 7.1% over the total for the same month a year ago—793,400 as against 740,800.

BOAC: A 36% rise in cargo airlifted from the United States to the United Kingdom was noted for the July-August period in comparison with the same two-month period of 1956. BOAC hauled 261,708 pounds from New York, Boston, Chicago, Detroit, and San Francisco, as against 192,964 pounds in the 62-day period last year. . . For the fiscal year ending March 31, the British airlines earned \$12,192,594 from freight, a 14.7% increase over the previous fiscal year. This represents 8.9% of the total revenues earned by BOAC.

Ethiopian: A total of 5,062,000 kilos of freight flown last year set a new high for the airline. Total freight ton-miles was at 1,699,000. Freight gave Ethiopian Airlines 26.1% of its total revenues in 1956.

Silver City: Twenty thousand tons of cargo, excluding cars, were hauled by the transchannel airline during the fiscal year ending June 30. In the previous year only 2,000 tons had been flown.

Varig: Reporting on its 1956 operations, the Brazilian airline stated that the 44,973,025 pounds of cargo flown during the year represented a 9% increase over 1955.

Indirect Air Carriers

Air Express International: A new high is reported for the first half of 1957. A total of 1,440,000 ton-miles flown out of the New York gateway. This established a 64% increase over the same period of last year. Gross billings during January-June were 26% higher than the total for the comparable half in 1956. New York gateway export figures do not include the AEI volume at its other gateways, nor traffic handled for IATA carriers on an agency basis. Charles L. Gallo confidently predicts "the best year in our 22-year history, with cargo volume more than doubled over 1956."

United States Airlines



American: Willis Player elected vice president. He recently served as vice president—public relations of the Air Transport Association.

Northwest Orient: Dennis R. Kelly named district sales manager.

Panagra: James T. Scholtz becomes an assistant vice president . . . James K. But-

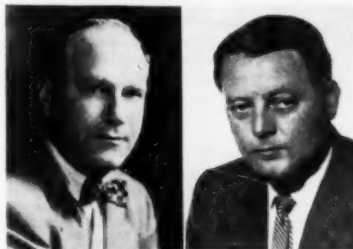
ler named regional manager in South America.

Riddle: Mel Licking appointed manager of interline and agency sales, making his office at Miami. Joseph A. E. LeBlanc, formerly of Swissair and of Slick, replaces him as Cleveland district sales manager . . . Thomas M. Darrow named station manager at Philadelphia.

TWA: Edward Carroll appointed district sales manager at Basra, Iraq.

Foreign Airlines

BOAC: Ed Devine fills the newly-created post of resident sales officer, Phoenix.



Power Plant

Qantas district managers

Qantas: Leslie J. Power becomes sales manager for New York. Harry Plant takes his place in Vancouver as traffic and sales manager.

Indirect Air Carriers

Peter A. Bernacki, Inc.: Shelby W. Merrill appointed general sales manager of the Philadelphia-headquartered air freight forwarding firm. He comes to Bernacki after having served in a similar post for Air Express International Corp. which he joined in 1955. Prior to his association with AEI, Merrill was with Pan American World Airways, holding the posts of superintendent of cargo sales and assistant manager of the Latin American Division. He will be based in New York.



Merrill Bernacki

Industrial Traffic

Eastern Division, Colorado Fuel & Iron Corp. (Clayton, Del.): L. W. Hennessy elevated from assistant traffic manager to traffic manager . . . J. A. Schultz succeeds Hennessy in the latter's former position.

Metal & Thermit Corp. (Rahway, N. J.): Edward N. Coogan (ex-B&O Railroad) named general traffic manager.

Allison Steel Manufacturing Co. (Phoenix, Ariz.): Merrill L. Rice succeeds the late H. J. Stafford as manager of the traffic department.

Berkshire Chemicals, Inc. (New York, N. Y.): Michael Taranto, Jr., appointed traffic manager.

Ford Motor Co. (Dearborn, Mich.): Frank M. Rookard named traffic manager of the Service Sheet Metal Parts Depot . . . Henry Lindley upped from traffic clerk to supervisor of the traffic department's reports and analysis section.

Dan River Mills, Inc. (Danville, Va.): Robert L. Drake succeeds C. T. Hester, Jr., who recently resigned as gen-

pointed traffic manager.

Ground Carriers

Mercury Air Freight: Francis H. Wildman (ex-Slick and Emery) named sales manager.

Aircraft

Manufacturers

Lockheed Aircraft: Robert F. Stoessel promoted to the newly-created position of *Hercules* commercial sales manager, Georgia Division. William R. Plage succeeds him as manager of sales engineering.



Stoessel Lockheed

Materials Handling Manufacturers

Baker-Raulang: Walter A. Evanko appointed district manager.

Yale & Towne: C. E. Carner, Jr., named a national accounts sales manager of Yale Materials Handling Division.

Miscellaneous

Air Cargo, Inc.: Representation of the local service airlines and the all-cargo airlines are now permitted on the board of directors. L. J. Eichner, vice president-traffic and sales for Trans-Texas Airways, representing the local carriers, and J. E. Muhlfeld, vice president-sales and traffic of Slick Airways, are newly added directors.

Air Transport Association: Ralph E. Rechel takes the new position of administrative assistant to the president . . . Daniel B. Priest appointed assistant to vice president-public relations.

Military Traffic Management Agency: The following three civilian executives have been named to top management positions: Gilmer B. Randolph becomes executive officer; John E. Roberts named deputy director of services; and James J. Gianfagna serves as deputy director of traffic.

Industrial Traffic

Managers Association of Baltimore:

First meeting of the 1957-58 season was held September 23 in the Assembly Room of the Baltimore Association of Commerce. Meeting was devoted to general discussion and organizing the coming year's programs.

Foreign Commerce Club of New York, Inc.: A testimonial dinner in honor of Mayor John V. Russell of Fort Lauderdale, Florida, was held at the Downtown Athletic Club.

Women's Traffic and Transportation Club of Seattle: Mrs. Dorothy Shillig (Alaska Steamship Co.) has been elected president. Additional new officers: Miss Charlotte Randall, vice president; Miss Winifred Hiles, recording secretary; Miss Betty Wiggins, corresponding secretary; Miss Betty Probert, treasurer. Elected trustees: Miss Harold Adams, Miss Rita Henrici, and Mrs. Arvin Hartfield.



Oakland World Trade Club: The film, *Historic Oakland Flights*, was shown during the course of last month's Air Night.

Mobile Traffic & Transportation Club: Nomination of officers is scheduled for October 8.

Worcester Traffic Association: Top Management Night has been set for October 28.

Domestic

SERVICES

Allegheny: Scheduled services to Jamestown - Chautauqua, New York, have been resumed.

Flying Tiger: The addition of two more Super H Constellations will convert all transcontinental freight schedules. As

of October 1, six daily Super H schedules provide next-day service to shippers coast to coast. Included is a nonstop Los Angeles-New York flight, "the only overnight all-freight air service between these two major terminals." It was pointed out by Bob Prescott, president, that a daily lift of 260,000 pounds—more than that offered by any all-cargo airline—is available to shippers. Bulk of the daily lift capacity is offered to shippers at Los Angeles, New York, San Francisco, and Chicago. Substantial capacity also is provided for Seattle, Portland (Oregon), Detroit, Cleveland, Binghamton (New York), Hartford, and Boston shippers.

Northeast: Service to Philadelphia and Washington, D. C. from New York was opened last month. Daily Convair flight departs La Guardia Field at 9:20 a.m., arriving in Philadelphia at 10:05 a.m. and in Washington at 11:05 a.m. . . . Daily nonstop coach service between Washington and Miami also started. DC-6Bs leave the capital at 9:15 a.m., arriving in Miami at 11:40 a.m. local time.

Northwest: DC-7Cs have been placed in service on the New York-Seattle run, with a single stop at Chicago. The aircraft leave New York daily at 12:30 p.m., arriving in Seattle at 6:25 p.m. Departures from Seattle are at 10:50 p.m. every day, with New York arrivals at 11:37 a.m. Westbound the DC-7s leave Chicago at 3 p.m.; eastbound, 8 a.m. Connections with NWA's flights to the Orient are made at Seattle.

United: DC-7s opened the first nonstop service between New York and Seattle-Tacoma. Westbound trip is flown in 8:45 hours; eastbound, 7:40 hours.

Canada

Trans-Canada: October 27 is the date set for the inauguration of TCA's new transcontinental route through Windsor, Ontario. Viscounts will be used on this run.

Caribbean-Latin America

Eastern: Daily scheduled nonstop service between New York and Mexico City opened last month. Eastern now competes on this route with Air France. Departures from New York are at 11 a.m., landing at Mexico City at 4:30 p.m. local time. Flights leave the Mexican capital at 9 a.m., reaching Idlewild at 4:45 p.m. DST.

KLM: The Dutch carrier inaugurates the first nonstop New York-Curacao service October 11.

Pan American: First-class service has been opened between San Francisco and

Caracas. Schedules remain unchanged: four round trips weekly. Stops are at Los Angeles, Guatemala City, San Salvador, Managua, Panama City, Barranquilla, and Maracaibo.

Europe

BEA: Viscounts of British European Airways and Ilyushin 14s of Czechoslovakian Air Lines resume the first direct London-Prague service after a lapse of nearly 10 years.

Europe-Africa

Air France: Connecting flights with Union Aéromaritime de Transport to Rhodesia and South Africa have been announced. Air France's Super Constellations connect with UAT's DC-6 flights to Livingstone, Salisbury, and Johannesburg.

Hunting-Clan: Africargo service now includes Frankfurt on a once-a-week basis. Hunting-Clan's all-freight services link the United Kingdom with East and Central Africa.

COMMERCIAL AIRCRAFT

707s for Varig:

Three Boeing 707 Jetliners, plus spare engines and parts, have been ordered by Varig Airlines. Investment involves some \$20 million by the Brazilian carrier. According to Ruben M. Berta, Varig president, the jets will be placed on the New York-Rio route. The sale to Varig brings to 13 the number of airlines having ordered the 707.

No KLM Jets for Europe: President J. A. Aler of KLM is reported to have turned thumbs down on jet transports for the Dutch airline's European routes. He is reported to be convinced that the fleet of Lockheed Electras ordered by KLM will be able to compete with any other aircraft used within Europe.

BOAC Gets First Britannia 312: The Britannia 312, long-range transport manufactured by Bristol, is on the way to BOAC. It received its first of a fleet of 18 last month. The 312 will be introduced on the North Atlantic routes.

BEA Orders Comets: Six de Havilland Comet 4Bs have been ordered by British European Airways. They are expected to be put into service in 1960 on BEA's longer routes. The plane, a "continental version" its range is about 1,000 shorter than the Comet 4s ordered by BOAC—cruises at speeds up to 545 miles per hour.

Russia Not Ahead, Cocke Says: Erle Cocke, Jr., vice president, Delta Air Lines, does not agree that because Soviet Russia is operating the Tupelov jet transport it is leading the United States in the commercial jet transport field. He called the Russian jet "a good airplane," but asked that it "be kept in mind that it is a converted bomber designed for military rather than passenger service." Cocke pointed out that no operational costs have been revealed. He added "In today's keenly competitive airline business, operation costs—particularly fuel consumption—are all-important. The jetliners which will take to the sky under the American flag in 1959 will be not only bigger, faster, safer and more comfortable than the Russian jet, but will be designed to operate economically at fares which the traveling public will pay." Cocke is expected to visit the Soviet Union soon and will fly one leg of his journey in the TU-104.

AIRPORTS

Puerto Rico's

booming economy is reflected in air cargo statistics released for the month of June. During that month, air carriers operating to and from San Juan flew a total of 2,613,649 pounds of revenue cargo. The total for the same month one year ago was 2,393,374 pounds. The new International Airport, opened little more than two years ago, will be expanded to accommodate jet aircraft.

Portland (Oregon) International Airport: The Port of Portland Commission has approved construction of a \$150,000 air cargo building. Completion is scheduled for next year.

National Airlines has filed a formal complaint with James T. Pyle, CAA administrator, charging that Key West, Florida, is attempting to charge a higher landing fee for using its local airport than the Port of New York Authority charges for landing at Idlewild Airport.

Palisadoes Airport, near Kingston, Jamaica, British West Indies, will undergo a \$7.5 million expansion and improvement program "to provide better service for the increasing number of United States, Canadian and British industrial firms who are expanding or relocating their manufacturing facilities on the island." The Jamaican government is anticipating greatly increased freight and passenger traffic as a result of Jamaica's industrialization program.

A report issued by the San Francisco Bay Area Council's Bay Area Aviation Committee has proposed a network of heliports which would link 19 cities in the Bay Area or adjacent communities. Thirty-six sites were listed for study. Among other advantages, the committee pointed out, would be a freight service "which would enable a customer to obtain merchandise within a matter of hours after the order had been placed."

The London Airport Development Committee has made recommendations for a \$47.6 million improvement program to ready London Airport for the soon-to-come Jet Age. It also said that construction of the new Gatwick Airport, near London, should be pushed harder. The group also foresees a third London airport and wants this possibility studied. It predicts 211,000 aircraft landings by 1970, in contrast to the 109,000 aircraft handled in 1956.

Miami International Airport's cargo total for the first half of 1957 was reported at over 97 million pounds—29% above the total for the same period in 1956.

The President's Air Coordinating Committee has called a public hearing for September 18 to "examine the present and future civil-military aviation activities at the Portland International Airport, Portland, Oregon, and make such recommendations as may be in the best interests of the Government and the public with respect to the continued joint civil-military use of this airport."

A report by the Airport Board of Baltimore, covering its first decade of service, showed cargo landings to have grown from 2,688.1 tons in 1947 to 5,824.6 tons in 1956. The best month of inbound freight was October of last year when 418.8 tons were unloaded. The following

(Continued on Page 46)



The numbered paragraphs on this page correspond with the numbers appearing in the prepaid order card attached here for your convenience. To order one or more pieces of literature, or other types of materials, at absolutely no charge to you or your firm, just encircle the corresponding number in the order card, fill in the required information, and mail it in. Air Transportation will do the rest of the job.

66 *One-Man Crew*, an eight-page circular completely describing a recently introduced materials-handling system. Included are descriptions of the system, how it works and can be utilized, and its advantages. While initially developed to cut costs of materials handling on various types of freight terminals, the system may also be adapted to receiving and shipping operations in general industry and commerce.

67 Colorful descriptive bulletin on the new 3,000-pound capacity fork lift, Hustler Pug.

68 The complete story of Scotch Filament Tape and how to use it for heavy-duty packaging and materials handling.

69 Twelve-page condensed guide of industrial trucks and attachments manufactured by the Hyster Company. The book covers Hyster's complete line of basic truck models. Profusely illustrated.

70 Is your mail heavy? We suggest you read carefully the valuable new booklet *5 Case Studies of Major Savings in Time and Money*—this together with the description of a new mail inserting machine which automatically collates and nests enclosures, opens and stuffs envelopes, counts, seals, stacks, and optionally imprints postage at speeds up to 6,000 an hour.

71 Scandinavian Airlines System's Cargo Connection Timetable, an excellent compilation designed to save time for the shipper. Divided into two sections, it (a) lists all Eastbound flights from New York International Airport to SAS' nine West European gateway cities, and (b) it details the flight schedules from these to the 41 other cities served by the airline in Europe, Africa, and Asia.

72 Literature on the USS Gerrard Model 12 Automatic Round Steel Strapping Machine, said to be one of the lowest-cost automatic strapping machines on the market. Speed is up to 24 ties per minute.

73 *How to Ship Heavy Products in Corrugated Boxes*, another of Hinde & Dauch's excellent booklets in its Little Packaging Library. This 28-page booklet offers a dozen illustrated case studies on the packaging of such heavy products as pumps, machine parts, motors, plastics and nails.

New Items This Month

It is the policy of the editors to retain each *Come 'n' Get It* item for a period of three months.

The items added this month are numbers 83 to 93 inclusive.

74 New 16-page catalog describing a company's complete line of materials-handling containers constructed of vulcanized fibre.

75 *Cost Saving Packaging*, an interesting 12-page brochure which cites case histories in the commercial, automotive, industrial, electronic, aircraft, and materials-handling fields where Celotex fiber board has been used for economical protective packaging to brace, block, and cushion a variety of products.

76 Descriptive literature on the domestic air freight services of Northwest Orient Airlines.

77 Descriptive literature on the air freight services of Northwest Orient Airlines to Alaska and Hawaii.

78 Descriptive literature on the air freight services of Northwest Orient Airlines to the Orient.

79 *You Don't Need 20/20 Vision*, newest brochure describing the advantages of shipping by air express.

80 Check this number if you wish to arrange for a showing of the color sound slidefilm, *Simple Arithmetic in Packaging*, on the subject of corrugated bulk containers. The film is based on nine case histories and documents the savings in materials handling and packaging made possible by corrugated bulk containers of various types. Included are bulk containers for chemicals, tufting yarn, slab wax, electrical controls, synthetic rubber, tractor parts, gasoline engines, plastic pellets, and welding electrodes.

81 Are you shipping transatlantic to destinations in Africa? BOAC has produced a handy little guide covering all African destinations, from Algiers to Zanzibar.

82 Sample copy of the *American Import & Export Bulletin*, monthly magazine, which details all the latest developments in the field of import-export, opportunities for import buyers, exporters, changes in governmental laws and regulations, etc.

83 Descriptive bulletin on a newly improved model of a rider-type low lift pallet truck of 4,000-pound capacity. It has three speeds in forward and reverse.

84 Descriptive literature on a new-type marking unit that permits automatic assembly-line marking of various size packages without operators or line stops for size adjustment.

85 *Some Eye-Opening Facts I Found Out About Parcel Post*, a 12-page illustrated booklet which gives you the "inside" on how parcel post is handled, what you've got to guard against, how to beat the bottlenecks, etc. We recommend it.

86 Four-page illustrated bulletin describing the gasoline-powered Baker Model FGF-20 fork lift truck. Capacity is one ton at 48 inches.

87 Another illustrated bulletin which describes the battery-powered Baker Model FT-20 fork lift truck. Like the FGF-20, its capacity is one ton at 48 inches.

88 New bulletin on the Rapistan 2" diameter Rapid-Roller gravity conveyor. Fully illustrated with photos and drawings.

89 Folder listing the air cargo rates of Qantas Empire Airways from points in the United States and Canada to Sydney, Australia; Auckland, New Zealand; and Nanda, Fiji.

90 New four-page folder illustrating and describing the Elwell-Parker Model F-38T2 2,000-pound capacity fork truck. Reported to have the "fastest lift and travel speeds of any comparable model."

91 Air Express Memorandum Tariff showing current rates from the airport in your community to all airport cities in the United States.

92 *Jet Trails*, Air France's new publication which international business travelers will find particularly helpful.

93 Information on a new lightweight, tough rayon fabric, used as a cover instead of canvas. Reputed to be extra strong, long-lasting, fire- and water-resistant, and mildew- and rot-proof. Also highly resistant to oils and chemicals.

AIRPORTS

(Continued from Page 45)

month an outbound record of 270.4 tons was set.

Dallas Love Field terminal will be dedicated October 24. The city ranks as the eighth largest air cargo traffic center in the United States, with 11,064.3 tons of cargo (freight and express) handled in the 12 months ended June, 1956. It is estimated that the annual total of enplaned cargo will increase to 13,490 tons by 1960. The new terminal area provides for a separate, specially-designed mail-and-cargo building, 85' x 450'. Doors are truckbed height on the side where trucks will make pickups and deliveries. On the opposite side of the building, doors are at a height to permit loading or unloading of ramp vehicles. All-freight schedules are operated at Love Field by American, Braniff, Delta, and Slick. Other carriers of freight on their passenger aircraft are Central, Continental, and Trans-Texas. The new terminal is only 5½ miles from the heart of Dallas.

Mailbag Memos

I did find the *Clipper Cargo Diary* interesting. It provided very good coverage of the subject.

Robert Malmstedt
Cargo Sales Supervisor
Pan American World Airways
London, England

Air Transportation gives me everything I need to know about air cargo. I have been reading the magazine for the past five years.

Ernest E. Stoller
Chicago, Illinois

I have been receiving *Air Transportation* regularly and I have enjoyed same tremendously. It has been quite helpful to me in the movement of freight.

P. J. Muffiz
Traffic Manager
Clapp & Co.
New York, New York



Meet Two of Your Personal Air Cargo Representatives IN FRANCE

Two men with but a single purpose!

The gentleman on the right is **Louis C. H. Lapidaire**, KLM Freight Manager for France. With him is **Georges R. Leclère** of Lyons, one of many local KLM representatives in France.

Working as a team, they have as their common aim expediting your freight shipments. They are part of a larger international team of experts, all devoted to the movement of your air cargo and the protection of your interests in France and the Continent.

All around the world—in 74 countries on six continents—experienced KLM air cargo personnel are always ready to work for you, to keep your merchandise moving fast on the ground and in the air. For personalized air cargo service to and from France ...or anywhere in the world... call your freight forwarder or nearest KLM office for lowest rates on your commodity. Pickup and delivery service if you wish.

For Air Cargo Speed, Service and Dependability

KLM ROYAL DUTCH AIRLINES

Air Cargo Leader Across the Atlantic





NOW SEVEN ALL-CARGO FLIGHTS WEEKLY

Profit from the most frequent airfreight service over the North Atlantic! Ship the

Now—each way across the North Atlantic—Seaboard offers the

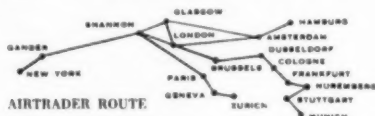
Highest All-Cargo Frequency
Fastest All-Cargo Schedules
Greatest All-Cargo Capacity

Only Seaboard operates all-cargo Lockheed Super Constellations, largest, fastest freighters in transatlantic service. Let us show you how Seaboard's speed, capacity and frequency can earn greater profits for you! For schedules and information, just call your Freight Forwarder, Railway Express or Seaboard & Western.

**SEABOARD
SUPER
SKYWAY**

TO EUROPE AND BEYOND

Only Scheduled Transatlantic All-Cargo Airline



SEABOARD & WESTERN AIRLINES

80 Broad Street, New York 4, N. Y., Whitehall 3-1500 • 1001 Connecticut Avenue, N. W., Washington 6, D. C., REpublic 7-1430